

### In the next 1 - 3 years...



change in tasks

# The job will potentially require EXTENSIVE JOB REDESIGN

Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability.

## Responsibilities of the role <u>today</u>

The Front Office Officer / Guest Services Officer / Guest Relations Officer / Front Office Agent / Guest Services Agent / Guest Relations Agent addresses the needs of all guests and ensures an exceptional guest experience. He/She performs room check-ins and check-outs for guests, handles room reservation requests, and attends to guests' enquiries, requests, as well as concerns and feedback with professionalism to promote a positive first impression. He works closely with the housekeeping department to keep room status reports up-to-date and performs cashier-related functions and guest account billing.

#### Responsibilities of the role in the future

Moving forward, the job holder will leverage technology to address the needs of guests and ensure exceptional guest experience. Technology will automate most tasks performed, freeing the job holder to interact with guests and attend to more complex guest queries. With accelerated technology adoption, the job holder must remain digitally savvy and keep abreast of the latest technology developments in the front office function to maintain operational efficiency and high service quality.

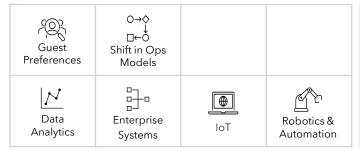
Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage front office operations	Handle and perform room check-ins and check-outs	Mobile check-in applications and self-service check-in kiosks allow guests to perform room check-ins and outs independently. However, the job holder will still be required to attend to guests who prefer assisted check-ins and check-outs.
Drive service and operational excellence	Handle reservation requests and promote hotel offerings to guests	<ul> <li>Online reservation platforms and automated telephone systems may assist guests in the reservation of rooms, thereby freeing up time for the job holder to focus on higher-value guest interactions. However, the job holder will still be required to attend to walk-in guests or guests who prefer to be assisted in their reservations.</li> <li>Customer Relationship Management (CRM) systems record, and track guest profiles and preferences based on past visits and interactions, enabling the job holder to better promote suitable accommodation packages, loyalty programmes and food and services offerings to guests. Human judgement is still required to assess guests' needs at the point of interaction and make suitable promotions.</li> </ul>



duest Services Agent? duest relations Agent [2/3]						
Critical Work Function	Job tasks today		Job tasks within the next 3 years			
Drive service and operational excellence	Maintain accurate information and poaccount billings ar reports		<ul> <li>A combination of in-room Internet of Things (IoT) smart sensors, Property Management Systems (PMS), and integrated E-Housekeeping applications track real-time room occupancy and maintain accurate room status, freeing up time for the job holder to interact with and attend to guests. The job holder may still be required to coordinate with housekeeping to resolve discrepancies or address adhoc requests or service challenges.</li> <li>Property Management Systems (PMS) integrated with payment gateways automatically input payments into electronic data capture (EDC) terminals to automate billing at the check-out process, freeing up the job holder to interact with and attend to guests.</li> <li>Robotics Process Automation (RPA) can be used to generate and check standard reports. Human judgement may still be required for verifying and managing the quality of output.</li> </ul>			
	Handle and attendence enquiries to ensurand gather feedbas satisfaction levels of services on areas of	e guest satisfaction ck on guest on front office	<ul> <li>Handle and attend to guests' enquiries to ensure guest satisfaction.</li> <li>The job holder may be required to amalgamate guests' feedback across various sources, including direct, indirect, and even online feedback, as well as feedback from team members, to understand guest satisfaction levels. Data analytics and visualisation tools may support the analysis of data, allowing the job holder to better identify trends and areas for improvement.</li> </ul>			
Manage operational risks	Monitor activities on the lobby to identify and report potential service incidents, safety risks or emergencies, and assist in response and recovery actions		Monitor activities on the lobby to identify and report potential service incidents, safety risks or emergencies, and assist in response and recovery actions.			
Redesign possi	bilities					
Horizontal stacking		Stacked Bell Captain and Butler / Club Floor Officer / Club Floor Agent to become Guest Experience Associate.				
Segmentation		Tasks in this role may be segmented depending on individual workers' profiles and needs to cater for alternative workers and the contingent workforce.				



#### Trends impacting this role



#### In the next 1 - 3 years...



# **HIGH** degree of change in tasks

## The job will potentially require

#### **EXTENSIVE JOB REDESIGN**

Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability.

In addition to the Skills and Competencies identified in the Skills Framework for Hotel and Accommodation Services, the following additional TSCs and CCSs have been identified as relevant for the job role going forward:

Additional Technical Skills and Competencies (TSCs)					
Customer Experience Management	Internet of Things Management*	Product, Content and Experience Performance Management			
Service Leadership					

Additional Critical Core Skills (CCSs)						
Adaptability	Digital Fluency	Learning Agility				

- Skills denoted by an asterisk (\*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in
- Skills not marked are available in SFw for HAS but are not currently tagged to this job role in the function.