GUEST EXEPERIENCE DESIGNER

ON-THE-JOB TRAINING

Job Redesign Reskilling Programme for Hotel Industry

ON-THE-JOB TRAINING

Hotels are able to customise the **activities** (in *blue italic).* Any changes to **critical task** and **duration of training** will need to seek WSG's approval.

TASKS AND TRAINING DURATION			OJT LOGBOOK (TO BE COMPLETED AFTER TRAINING)	
CATEGORY **Front Office** **Guest Experience Designer**		**TOTAL OJT DURATION** **54 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
<u>Start-of-Shift</u> 1. Check technological tools are in working order (as adopted by establishment): • *Self check-in/check-out kiosks* • *Robots* • *Mobile check-in with facial recognition smart cameras* • *Express check-out box* 2. Apply basic troubleshooting techniques in event technological tools are not working: • *Power source* • *Rebooting* 3. Check operating equipment (Printers, Property Management System (PMS) telephone, communication system: • *Not defective* • *Sufficient papers* 4. Attend briefing	• Practice good safety guidelines in accordance with organization guidelines • Practice good safety guidelines in accordance with organization guidelines • The following information are noted:	5 days		

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CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
	– Hotel occupancy, room availability – Expected arrivals and departures – 'Black out' dates – Promotions and events – VIP guests – Guest feedback and concerns – Strategies in full and almost full occupancy			
<u>Pre-Arrival</u> 5. Send pre-arrival emails • *Provide instructions to download mobile application to change booking, registration and access mobile keys to lock/unlock room door* 6. Curate customized experience • *Review guest email responses on requests/event/celebration* • *Check guest profiles/social media for interests and occupation* • *Check for purpose of stay, number of persons, character of party)*	• Pre-arrival emails are sent 1-3 days in advance prior to arrival in accordance to organisational requirements • Market research and consumer trends analysis are performed when interpreting and anticipating guest needs e.g. bleisure guests, dietary requirements for the health conscious guests etc. • Information provided on check-in process and customer advisory is clearly communicated to guest	21 days		

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CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
• *Perform room pre-assignment based on request(s), preference(s), arrival times and anticipated needs* • *Perform targeted upselling and/or suggested selling based on anticipated guest needs* • *Provide suitable recommendations on dining, shopping, visiting places of interests* • *Coordinate with relevant departments on provision of customized experience* 7. Communicate reservations for requested hotel's service(s) and facilities to relevant department(s) via organization software application system	• Interpretation of customer profiles is accurate • Pre-assigned rooms are updated in PMS and communicated to Housekeeping via organization application system • Rooms are pre-assigned based on room inventory and guest data: reservation requirements, preference, arrival time etc. • Curated customized guest experience is carried out and updated in PMS, software application system • Reservations for requested hotel's service(s) and/or facilities are accurately communicated and confirmed via organisation software application			

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<u>Arrival</u> 8. Assist guests with manual check-in for special cases • *Tour groups* • *Elderly*	• Guest is encouraged and assisted with use of self check-in kiosk or mobile check-in where necessary • Personalised guest handling techniques are applied	14 days		
9. Check source of booking and perform targeted upselling and/or suggested selling where appropriate	• Source of booking is determined for non tour groups before upselling			
10. Contact guest via organization's communication platform • *Offer warm welcome* • *Confirm reservation for hotel's service(s) and/or facilities* • *Perform suggestive selling* • *Offer personal assistance during stay*				
11. Handle challenging situations • *Guest dissatisfaction with pre-assigned room* • *Defects in room*	• Room change is performed if available • Maintenance is informed to attend to room defects via the organization's software application • Appropriate service recovery techniques are applied			

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CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
<u>Occupancy</u> 12. Handle guest feedback through digital (social media, app etc.) and physical channels	• Market research and market trend analysis are performed to respond to guest feedback, service recovery and regain guest goodwill • Service recovery techniques and writing etiquette for online feedback are applied • Guest feedback is escalated to team leader and/or manager where appropriate	7 days		
<u>Departure</u> 13. Assist guests with manual check out • *Enquiries on bills* 14. Process express check-out	• Transactions and payments to the guest folio are accurate • Express check out is accurately processed via PMS and room status updated according to organisation's procedures.	7 days		