GUEST EXEPERIENCE AMBASSADOR

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 **Concierge** **Guest Experience Ambassador**		**TOTAL OJT DURATION** **54 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			

<u>Pre-arrival</u>
 	
1. Deliver Curated Customer Experience
• *Review guest's reservation details*
  ○ *Number of nights/departure date and time*
  ○ *Purpose of stay*
  ○ *Number of guests, (adults and children, if applicable)*
• *Determine guest profile, preferences, interests and requirements from the Customer Relationship System (CRMS) and/or social media platforms*
• *Prepare recommended itineraries based on guest's preferences, interests and anticipated needs*
• *Input interest, request in AI-enabled chat-bots integrated with STB's Tourism Information and Services Hub (TIH) and digital concierge*
• *Include QR code, print itinerary and place in rooms*
	• Interpretation of customer profiles is accurate
	• Reservations for requested hotel's service(s) and/or facilities are accurately communicated and confirmed via organization's software application
	• Departments informed on curated service(s) via organisation software application system:
	  – Restaurant reservation: Outlets
	  – Wellness/exercise: Fitness Centre
	  – Spa services: Spa
	  – Cakes: Pastry Kitchen
		20 days		

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CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
• *Coordinate with other departments on curated service(s) via organization software application system* 2. Upsell Curated Guest Experience • *Recommend appropriate higher category accommodation, packages, facilities etc.*	• Knowldege on availability of room types, packages, promotions on facilities and services, upgrade procedures are acquired and applied			
<u>Arrival</u> 3. Perform guest arrival • *Assist with manual check-in for special cases e.g. tour groups* • *Assist with loading luggage to autonomous cart to be delivered to room* 4. Curate guest experience • *Determine guest's preferences, requirements and interest* • *Input guest requirements in chatbot, digital concierge* • *Upsell hotel experiences where appropriate*	• Guest is encouraged and assisted with use of self check-in kiosk or mobile check-in where necessary • Guest's room number and correct number of luggage are correctly updated in autonomous cart • Appropriate questioning techniques are applied to determine guest's requirements • Recommendations are made based on guest's profile, preferences and requierments	20 days		

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<u>Departure</u> 5. Perform guest departure • *Call for luggage and upload to autonomous cart* • *Assist with storage using automated baggage storage system* • *Assist with airport transfer*		14 days		