GUEST EXPERIENCE MANAGER

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 Manager**		**TOTAL OJT DURATION** **54 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
1. Familiarize with the critical tasks of a Guest Experience Designer • *Curate customised experiences for different guest profiles* • *Conduct targeted upselling based on guest preferences* • *Assist with manual check-in for special cases (e.g. tour groups)* • *Perform research and analysis on consumer trends* • *Handle guest feedback through digital and physical channels*	• Good safety guidelines in accordance with organization guidelines were ensured • Critical tasks of a Guest Experience Designer are validated • Appropriate service techniques and research analysis are employed	4 days		
2. Champion customer engagement and develop targeted strategies for different guest profiles • *Utilise data captured via Customer Relationship Management System (CRMS) or implemented technology to:* – *set goals, objectives and strategies*	• Tips for building effective customer engagement strategies: – Encourage internal and external collaboration – Make the customers feel heard and meet the customers where they are – Use feedback to get better – Combine data with empathy	10 days		

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– *implement guest engagement programmes and* – *review performance metrics in guest engagement, satisfaction, loyalty, profitability etc.* – *propose and make improvements to achieve targets*	– Leverage Artificial Intelligence (AI) / technology to proactively meet customers' needs Shape culture and processes required for innovation and continuous improvement			
3. Develop and organise training to deepen customer engagement skills in team members • *Identify gaps in customer engagement using:* – *Data Analytics* – *Performance metrics* – *Mystery shopping* – *Customer Reviews across social media platforms* • *Identify key development areas for training programmes* • *Track impact of training on customer engagement and satisfaction*	• More technical roles needed soft skills to be successful in customer enagement in the 2020s: – analytical skills – customer engagement, listening and facilitation skills	10 days		
4. Perform data analysis to generate customer insights to support development of new revenue streams	• Some customer engagement metrics are: – Social media metrics – Email metrics	10 days		

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• *Identify new groups of potential customers, future buying and behavioural patterns* – *Mobile booking* – *Social media* – *Traveler preference* – *Booking patterns* – *Preference for technology* – *Past consumption patterns* – *Sustainability inclinations* • *Collaborate with sales and marketing to make use of customer insights to develop new products, services and initiatives*	– Website metrics – Customer success metrics • Available technology utilized include: – Self check-in/out kiosks – Mobile check-in with facial recognition – Robotic Process Automation (RPA) – Express check-out box with RFID and RPA			
5. Prepare and present customer satisfaction analytics reports to share results with relevant stakeholders • *Generate data and provide accurately and timely updates in the form of reports on key customer satisfaction indicators* *Identify gaps and opportunities in service quality and guest experienceby monitoring data trends*	• Picking the right customer engagement metrics is about capturing the right customer engagement data that will help you make better, more targeted, and more precise business decisions. • The metrics must be: – Understandable – Repeatable – Actionable	10 days		

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6. Conceptualise and implement new customer engagement programs within hotel	• Customer Journey Mapping Framework (key interactions throughout the end-to-end customer lifecycle) to assist in building effective customer engagement programmes: – **Attract**: How are customers attracted to and informed of the hotel service or product? – **Accept**: How does the customer enter into dealings with your hotel? – **Adopt**: How does the customer interact throughout the entire experience? – **Amplify**: How do you leave the customer feeling at the end of the interaction? – **Advance**: How do you follow up with customers and extend the current relationship?	10 days		