GUEST EXPERIENCE MANAGER

ON-THE-JOB TRAINING

Career Conversion Programme for Hotel Professionals

ON-THE-JOB TRAINING

The template is for reference only. Hotels are able to customise the critical tasks, activities, as well as duration.

Note: Salary support will be capped at 60 days training duration.

TASKS AND TRAINING DURATION			OJT LOGBOOK (TO BE COMPLETED AFTER TRAINING)	
CATEGORY **Front Office** **Guest Experience Manager**		**TOTAL OJT DURATION 60 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES (in blue)	**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 Customer Relationship Management System (CRMS) to: – set goals, objectives and strategies – implement guest engagement programmes and	• 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	11 days		

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– review performance metrics in guest engagement, satisfaction, loyalty, profitability etc. – make improvements to achieve objectives	– Leverage Artificial Intelligence (AI) to proactively meet customers' needs – Shape culture and processes required for innovation			
3. Develop and organise training to deepen customer engagement skills in team members • Identify gaps in customer engagement using: – Performance metrics – Mystery shop – 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: – coding and analytical skills – engagement, listening and facilitation skills	11 days		
4. Perform data analysis to generate customer insights to support development of new revenue streams • Identify new groups of potential customers, future buying and behavioural patterns – Mobile booking	• Some customer engagement metrics are: – Social media metrics – Email metrics – Website metrics – Customer success metrics	12 days		

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– 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	• 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	• 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	11 days		
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:	11 days		

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	– **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?			