

(manual section is applicable for above companies)

**HUMAN RESOURCES**  
**Chapter 8 - .12 Guest Services**

**Revision 160 : July/20/2019**

**8.12.14 Front Desk Manager**

Position Title: **Front Desk Manager**

Reports to: **Guest Services Manager**

**POSITION SUMMARY**

Being a key member of the shipboard management team, the Front Desk Manager possesses a dynamic outgoing demeanor with a passion for ‘Delivering the Wow’ through industry leading service while demonstrating exemplary problem resolution skills. The Front Desk Manager continually strives to exceed hospitality industry standards, while ensuring complete guest and team satisfaction. This role establishes and drives a positive working environment and focuses on operational goals where training, leadership, development, and recognizing overall team performance are paramount. Leading by example and from the front of the house, the Front Desk Manager is a ship's driving advocate for delivering outstanding Customer Service.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

Royal Caribbean International expects each shipboard management team member to relentlessly exemplify the principles of the *Anchored in Excellence* Credo to all team members. In addition, all duties and responsibilities are to be performed in accordance with Royal Caribbean International’s The Royal Way, SQM standards, USPH guidelines, environmental, and safety policies.

1. In accordance with Royal Caribbean International’s philosophy of *Anchored in Excellence* , each employee conducts oneself in a professional and courteous manner at all times. This applies to physical and verbal interactions with guests or fellow shipboard employees and/or in the presence of guest contact and crew areas.
2. Manages a team that excels in delivering industry leading service to our individual, international and group guests. Is responsible for motivating, training, evaluating and tracking development on an individual and team level. Elevates the fleet- wide retention rate of employees by encouraging the cross training of Guest Services positions within the division. Strong ability to coach and develop team members on effective problem resolution skills and aptitudes is a key requirement of this position.
3. Responsible for assisting the Guest Services Manager and playing a key role in leading a team of empowered individuals who will strive to deliver focused and extraordinary customer service in accordance to Guest Services Vision and Mission Statement. Takes

ownership and accountability to proactively address guest feedback and provide effective guest resolution. Through maintaining a detailed knowledge of all guest ratings and comments establishes a culture for owning issues and resolving to the full. The Front Desk Manager ensures that at all times the Guest Services team is empowered to achieve these goals and establishes a reputation for prompt and industry leading service. The Front desk Manager will coach and mentor the Guest Services team, emphasizing empowerment and focusing on a desire to find permanent solutions to guest feedback.

4. The Front Desk Manager maintains current working knowledge of customs and immigration regulations and procedures in order to support the Guest Administration Officer. Ensures maximum compliance with all internal and external requirements related to immigration and clearance while fostering a professional working relationship with Port Agent and Customs and Immigration officials.
5. Able to participate in the boarding process by reviewing immigration documentation such as passports and Visa to determine validity of documents. During boarding and departure ensures that the guest first and last impression of service delivery from the front desk is optimized and that our guests receive a welcoming and efficient boarding and departure experience reflective at all times of our company brand standards.
6. Effectively balances operational needs between the Financial and Guest Services Divisions through synergetic communication of guest issues, in order to optimize positive guest comments and ratings of the overall Guest Services operation. Works with the Financial Controller to ensure compliance in all financial aspects and maintains continuous individual and team training relating to cash handling and foreign exchange procedures. Fulfills float audit requirements.
7. Mentors, develops and provides both weekly classroom-style and on-the-job training to team members to strengthen their current performance and preparation for succession planning.
8. Front Desk Manager is responsible for developing a balanced front desk schedule per voyage, taking into consideration proper coverage during the peak times and slow port afternoons. Ensures proper manning of the front desk during team and training meetings in addition to mandatory ship board meetings. Facilitates exceptional front desk service by effectively utilizing experienced team members and new hires in the schedule while taking into account appropriate language coverage.
9. Assists the Guest Services Manager in planning and administering the Guest Services Keyman schedule in conjunction with the shore-side support group. Actively identifies and monitors the scheduling needs of the Guest Services division.
10. Assigns duties and responsibilities to team members. Observes and evaluates team members to ensure high quality standards are met. Utilizes all performance management tools (opportunity logs, action plans, appraisals, progressive discipline) effectively to drive accountability and enhances career development opportunities.
11. Responds to escalated guest concerns in a considerate, professional and positive manner

by showing empathy and listening actively. Takes ownership with follow up of guest concerns, by managing the Guest Satisfaction Log and effectively liaising with all division heads to ensure all outstanding issues are appropriately resolved to the guest satisfaction and in a timely manner.

12. The Front Desk Manager is a visible front of house position and uses effective planning and time management skills to properly balance front of house and essential administrative duties, ensuring all operational needs are met.
13. Inspects and manages maintenance of workstations, work areas, equipment and such to ensure efficient service and compliance to standards and procedures.
14. Monitors and provides assistance to the Guest Services team in all services of the Guest Relations Desk including but not limited to scheduling, lost luggage, babysitting arrangements, immigration, cash services, safety deposit box service, lost and found, printing and issuing guest Sea Pass cards, departure process and broadcasting ship announcements. Assists guests with any requests.
15. Assists the Guest Services Manager on compiling all shoreside reports as required. Assists the Guest Services Manager on the financial aspect of the operation and on meeting forecasted budget expectations. Through strategic planning strives to identify business efficiencies within the division's cost center supporting the company targets and goals.
16. Empathetically deals with sensitive guest issues, for matters related to serious injury, illness, death and burial at sea. Maintains guest's confidence and protects organization reputation by keeping guest and company information confidential. Must practice sound business sense and high professional ethics at all times.
17. A driving force in achieving and exceeding quantitative and qualitative goals and targets set for Guest Services in relations to the Balanced Score Card which include Guest Satisfaction Ratings, Brand Quality Reviews, Guest Services Reviews, Ships Overall Appearance, Workplace Safety, Friendliness of Personnel, Cash Over/Short and Employee Satisfaction.
18. Maintains current knowledge of all ship's regular events and special functions by reviewing all available data in order to provide guests with accurate information. Ensures all collateral, including core languages, is kept updated and complies with all company brand standards. Acts as an advocate in education the Guest Services Team of Brand Identity Guidelines.
19. The Front Desk Manager works with the Guest Services Manager in planning and providing support for all local agencies, ensuring the smooth transition to new itineraries and seasonal repositioning.
20. Continually updates job knowledge by investigating new trends in customer service, reviewing professional publications, establishing personal networks, and sharing of best practices, lessons learned and new benchmarks with shipboard management and shore-side support groups.

21. Ensures the continuous updating of clear and concise handover notes for all Guest Services positions to eliminate any possible miscommunication that compromises the efficiency of set processes.
22. Maintains safe, secure, and healthy environment by enforcing organizational standards, procedures, and legal regulations. Effectively monitors, oversees and makes improvements to workplace safety within the division and throughout the ship. Attends mandatory crew and guest safety drills as required, including meetings, training activities, courses and all other work-related activities.
23. Performs related duties as required. This position description in no way states or implies that these are the only duties to be performed by the shipboard employee occupying this position. Shipboard employees will be required to perform any other job-related duties assigned by their supervisor or management.

## QUALIFICATIONS

*Minimum hiring, language and physical requirements to perform the job.*

### **Hiring Requirements:**

- Minimum one year front of house supervisory experience in a hotel, cruise line or hospitality industry related field required.
- Ability to effectively deal with internal and external guests, some of whom will require high levels of discretion, patience, tact and diplomacy.
- Knowledge of principles and processes for providing exemplary customer and personal service including needs assessment, problem resolution and achievement of quality service standards.
- Ability to communicate diplomatically with managers, shipboard and shore-side employees to resolve problems and negotiate amicable resolution to challenging issues.
- Flexibility to manage, focus, direct and encourage a positive, dynamic, diverse guest services operation by navigating through a changing work environment. Should be able to utilize and administer the progressive disciplinary action process through coaching and counseling to improve performance where possible.
- Ability to work positively and cooperatively in a diverse team environment to meet overall established timeframes for the Guest Services division operation.
- Should harbor a flexible outlook towards placement throughout the fleet, considering changing fleet-wide operational business needs.
- Working knowledge of computers, internet access, and the ability to navigate within a variety of software packages such as Microsoft Office.
- Demonstrates a working knowledge to operate all office equipment.
- Completion of high school, basic or vocational education equivalency preferred.
- Working knowledge of US cash handling procedures and foreign exchange required.

**Internal Candidate Requirements:**

*In addition to the stated hiring requirements, internal candidates are required to fulfill the following:*

In addition to all of the above, a minimum of two contracts within the shipboard operation as Guest Administration Officer, Guest Departure Officer and Assistant Front Desk Manager preferred.

**Language Requirements:**

- Required to speak English clearly and distinctly.
- Aptitude to read and write English in order to understand and interpret written procedures. This includes the ability to give and receive instructions in written and verbal forms and to effectively present information and respond to questions from guests, supervisors and co-workers.
- Ability to speak additional languages such as Spanish, French, German, Italian or Portuguese preferred but not essential.

**Physical Requirements:**

- While performing the duties of this job, the shipboard employee is regularly required to stand, walk, use hands to touch, handle, or feel, reach with hands and arms, talk or hear, and taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- All shipboard employees must be physically able to participate in emergency life saving procedures and drills. Full use and range of arms and legs as well as full visual, verbal and hearing abilities are required to receive and give instructions in the event of an emergency including the lowering of lifeboats. Ability to lift and/or move up to 50 pounds.

**Related Entries:**

**Related Chapters:**

**END OF SECTION**