

<b>Name of the professional figure</b>
Reservation Officer
<b>Where it works</b>
The Reservation Officer works in the Front Office Division. He/She works under the direction and supervision of the Front Office Manager.
<b>The activities</b>
The Reservation Officer receives reservation requests from guests, travel agents, and referral networks through various communication platforms. The main tasks of this professional figure include implementing the reservation procedures of the hotel and updating and maintaining reservation records following guests' booking confirmations. In addition, the reservation officer fulfils customer reservation requests, verifies customer information and payment options, assigns rooms and responds to customers with confirmation emails or letters. The Reservation officer is also responsible for tracking room availability and forecasting room revenue and occupancy. He or she should know the types of rooms and available packages. They also update the availability of rooms via distribution channels (OTA, web booking) and follow compliance and quality assurance policies and procedures.
<b>Qualifications</b>
This figure usually requires graduates from university or college.
<b>Technical skills</b>
The Reservation Officer needs strong communication skills in interacting with customers as well as coworkers from other divisions. As he/she works with multiple clients and schedules, he/she must have organisation skills in managing multiple reservations and customers' requirements, preferences, contact information. Clearly he/she must possesses customer service skills to get what the customers want, provide customers with excellent experience, negotiate a solution for the customer's problem, build relationship with customers.
<b>Computer and linguistic knowledge</b>
This professional figure requires a strong knowledge of the English language (written and spoken). He must also possess computer skills as an expert user having to use the hotel's specific front office computer system.
<b>Personality and availability</b>
This figure is completed and characterized by the ability to develop relationships with customers, work effectively in a team, to problem-solving. The ability to present and possess upselling skills will be an advantage. He/she must be courteous and patient, able to control and manage stress, precise, attentive to details, and mentally flexible. Being creative, having passion and attention to individual customers to provide higher quality service. Additional skill expected is data analysis. Finally, he/she must be available to work after hours and on weekends.