



Hospitality Team Member Apprenticeship Concierge and Guest Services

Introduction:

The generic term 'concierge' or porter has different meanings across the hospitality sector. The job roles range from hotel concierges or porters who meet and greet guests, manage their luggage, provide information and book services throughout their stay to conference and banqueting porters who set and clear conference and banqueting suites, and increasingly set up audio-visual equipment.

This apprenticeship is suitable for those already in employment as well as those wishing to enter the hospitality industry.

Entry Requirements:

Employers will determine their own entry requirements for an employee to commence this apprenticeship.

Functional Skills:

To complete the apprenticeship the employee must pass level 1 English and Maths (or have the appropriate exemption certificate) and work towards and attempt level 2 before undertaking their end point assessment.

Duration:

The minimum duration for this apprenticeship is 12 months with an Independent End Assessment in month 13.

Progression:

Progression from this apprenticeship could be to be a team or shift leader, supervisor, front of house manager.

Funding:

Hospitality Team Member Concierge apprenticeship standard is funded by Central Government (DFE/SFA) at Band Two. Levy paying employers may fund apprentices on this programme from their Digital Apprenticeship Account and non-levy paying SMEs through the co-funded option. HIT can offer bursaries to assist early adopters to fund this apprenticeship. This apprenticeship standard is set at level 2.

End Assessment:

To achieve this apprenticeship standard, the employer, training provider and apprentice will agree when the apprentice is ready and competent to undertake the independent end assessment.

NVQ Front of House Reception Level 2 Diploma:

At the employers request, HIT can map elements of this new apprenticeship standard to units of the Front of House Reception Level 2 NVQ.

HIT Professional Front of House Trainer Assessor:

Each apprentice will be assigned a designated Trainer Assessor by HIT who will visit them and their line manager bi-monthly at their workplace throughout the apprenticeship. On alternate months, the HIT Trainer Assessor will be in contact with the apprentice via email, phone Skype, 1-to-1 Webinar, video contact, hangout, etc., to coach, mentor and discuss progress.

Hospitality Team Member Apprenticeship - Concierge and Guest Services Standard

Industry knowledge

Introduction to the hospitality industry
<ul style="list-style-type: none"> Understand what hospitality means; the culture of the industry and why delivering a customer experience to meet and exceed customer's expectations is so important to hospitality businesses. Appreciate the importance of hospitality behaviours such as personal conduct, being adaptable, using initiative and communicating with a diverse range of people. Know the range of businesses and establishments that make up the hospitality industry, their differences and similarities and the variety of job roles and progression opportunities that are available.

Customer

Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Recognise customer profiles in hospitality and how customers have different needs	Use clear and engaging communication to establish a good rapport with customers and ask relevant questions to determine their needs	Use own initiative and have confidence in determining customers' needs
Understand the importance of meeting, and where possible, exceeding customer expectations in line with the business / brand standards	Deliver excellent customer service in line with the business / brand standards with the aim of exceeding customer expectations	Take an enthusiastic and positive approach to providing excellent customer service
Understand the importance of receiving and dealing with customer feedback to support the improvement of products and services and provide value for money	Check that customers are satisfied with products and services and act on feedback in line with business procedures	Take feedback from customers seriously and actively improve own customer service in line with business / brand standards

Concierge and guest services

Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
<p>Know local and national information or where to access it and the variety of services available to customers.</p> <p>Know the process for procurement of additional products and services in order to meet customer needs and the business standards and procedures for room service and recognise the importance of following them.</p>	<p>Meet and greet customers, coordinate with suppliers of guest services and other organisations and source information that support customers' experience,</p> <p>Promote services such as valet parking and stores or transfers customers' luggage, book external / additional services and provide a link between the customer and all departments within the business</p>	<p>Take every opportunity to provide customers with all the information and services they need to get the best out of their stay</p> <p>Maintain discretion and customer confidentiality</p>

First line supervision - Team leading

Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Understand how to support the supervision of team members for example new and junior employees to assist line manager	Contribute to meetings and planning shifts, support shift briefings and assist in the monitoring of standards to help ensure quality is maintained	Demonstrate the ability and confidence to deputise for the line manager when necessary

Concierge Apprenticeship Journey



People

Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Understand the importance of using appropriate methods of communication that are suitable for different situations and individuals' needs in a variety of hospitality contexts	Communicate accurately and effectively with others in line with the business culture to achieve the best result according to the situation	Take a friendly and outgoing approach and enjoy talking and interacting with others, and communicating according to the business / brand standard
Know how to support and influence the team positively, recognising how team members are dependent on each other to meet business objectives	Support team members to ensure that the products and services delivered are of a high quality, on time and meet customer expectations in line with business needs	Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team
Understand how to work with people from a wide range of backgrounds and cultures	Put people at ease in all matters, adapt products and services as necessary, helping them to feel welcome and supported and provide them with information that is relevant to their needs	Operate in a fair and professional manner

Business

Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Know business vision and values, main competitors, how it fits into hospitality industry, how own work contributes to achieving business targets	Perform activities to positively promote business / brand standards and identify opportunities to increase sales and achieve customer loyalty	Proactively support the reputation of the business and be aware of how it compares with its competitors
Know how own role can minimise unnecessary financial loss to the business	Carefully handle payments, transactions, stock and packaging to minimise unnecessary financial loss	Carry out activities with consideration of their cost and value
Understand how personal discipline in approach to work, for example time-keeping, attendance, personal appearance, personal presentation and conduct can all have an impact on the business/ brand reputation	Prepare and organise own work for example promptly arriving for shifts, communicating information at team meetings / briefings, following business / brand guidelines and procedures, meeting agreed deadlines	Organise own work and have the confidence to ask for guidance, fully participate in performance reviews and training and act on feedback relating to personal performance
Know the products / services that are offered by the business, their prices and special offers and how to match them to customers' needs	Clearly communicate relevant and useful information on products and services based on a clear understanding of customers' needs	Confidently demonstrate a belief in the products / services the business offers
Know how the business aims to increase its market share and compete against its main competitors, for example its unique selling points, promotions and marketing campaigns	Actively promote the unique selling points of the business and special offers available and promotions to customers	Keep up to date with how the business positions itself within the wider hospitality industry
Understand how the use of technology can enhance customer service and productivity in hospitality businesses	Use technology appropriately and efficiently in line with company policy in a way that supports customer service and ensure that faults and maintenance issues are reported promptly	Use technology responsibly and take an interest in new developments that relate to own job role
Recognise and understand legislative responsibilities relating to the business and the products and / or services it offers	Comply with legal requirements to avoid risks, minimise disruption to the business and to maintain the safety and security of people at all times	Work with integrity in a safe, honest and trustworthy manner putting personal safety and that of others first
Know how the activities in hospitality businesses can have a negative effect on the environment	Work in a way that minimises negative effects on the environment for example by managing wastage in line with business procedures	Demonstrate personal commitment to minimising the negative affect on the environment caused by work activities


End Test Criteria

Readiness for the independent end assessment

The independent end assessment is synoptic, which means it takes an overview of the apprentices' competence. The end assessment will only commence once the employer is confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard and clearly evidenced by the on-programme progression review meetings and records.


End Assessment

The apprentice will be independently assessed to the standard using four complementary assessment methods:



On demand test

- ▶ 90 minute on demand multiple choice test
- ▶ Covering both the core and relevant specialist function
- ▶ Scenario based questions
- ▶ Externally set and marked
- ▶ Undertaken either on the employer's premises or off site
- ▶ Pass: 70% + correct answers
- ▶ Distinction: 85% + correct answers




Practical observation

- ▶ 2 hour observation of the apprentice in the working environment
- ▶ Time may be split to cover preparation and service
- ▶ Shows apprentice covering a range of tasks in their specialist function



Business project

- ▶ Project to look at an opportunity / challenge / idea to make an improvement to the business, e.g. customer experience, or reducing wastage
- ▶ Researched and then presented to employer and independent end assessor



Professional discussion

- ▶ 40 minute structured meeting
- ▶ Led by the independent end assessor, involving the apprentice and employer (e.g. line manager)
- ▶ Focusing on the areas of the standard identified

Hospitality Team Member Core

- ▶ The principles of hospitality, range of businesses, job roles and diversity
- ▶ Principles of customer service, customer types, needs and expectations
- ▶ Principles of effective resource use, waste reduction and cost saving measures, health, safety and security and current legislative requirements
- ▶ Principles of communication with customers and team members and roles

Specialist Function - Concierge

- ▶ Requirements for local and national information and procedures for procurement of additional products and services
- ▶ The procedures for storing customer property, and requirements for safe storage and theft prevention
- ▶ How to recognise a suspicious item of property and how this should be dealt with
- ▶ Lifting and handling techniques

Business Project

Assignments, in a variety of formats, written, photographic, videoed, audio, presentations will be set to prepare the apprentice for their end assessment Business Project

To access the complete End Assessment criteria visit

www.gov.uk/government/collections/apprenticeship-standards and follow link to apprenticeship standard approved for delivery → Hospitality standards → Assessment Plan for Hospitality Team Member - Concierge