



POSITION DESCRIPTION: FRONT DESK CUSTOMER ENGAGEMENT

Division/Department: Front Desk
Reporting Relationship: Spa Leader
Compensation Structure: Hourly + Commission

Position Summary: The front desk position enhances the guest experience and maximizes scheduling opportunities during Phone Calls, Check-in and Check-out and beyond. The objective is to deliver a lasting guest impression leading to a great guest experience and high retention rate. Each person within this department must oversee the reception area and maintain the retail boutique to assure beautiful presentation and profitability. Maximize and achieve set department and individual revenue targets.

Position Activities and Responsibilities:

- Displays masterful knowledge of services, classes and products offered
- Able to maneuver through the software program quickly and effectively
- Accurately enters point of sale data
- Efficient at making reservations, check-in and check-out
- Responsible for making confirmation calls
- Looks for opportunities for additional appointments, offers rebooking to each guest checking out
- Familiar and knowledgeable with retail inventory
- Assists with merchandising and maintaining the retail area
- Assists with inventory management and other organizational tasks
- Promotes services and gift cards/certificates, advises on gift selection
- Follows up with trial gift card inquiries from website
- Provides gracious tours to visitors that lead to sales
- Maintains a beautiful physical environment within the facility
- Collects, runs and restocks laundry
- Great phone management skills
- Responds to email inquiries from the website
- Greets and checks guests in and out
- Facilitates effective workflow for technical team
- Maintains a polished professional image
- Assists other support team members when asked
- Attends all in-house training and commits to continuing education
- Attends and participates in all general and team meetings
- Participates in all aspects of marketing/special events planning and execution
- Prepares promotion presentation and display

- Mentors/trains new team members to help them grow
- Professional guest communication
- Maximize revenue generation for both treatments and retail
- Maintains a smile at all times
- Performs opening and closing duties
- Able to handle unsatisfied guest
- Monitors performance and achieve targets
- Asks for social media testimonials
- Informs team members of cross-marketing opportunities
- Treats all team members professionally
- Other duties may be assigned as necessary

Desired Qualifications:

- Experience in front line guest service (hospitality and retail highly desired)
- High school diploma or college
- Computer skills and aptitude for mastering software programs
- Good selling and customer engagement abilities
- Flexible schedule
- Professional image with gracious, warm, and genuine personality
- Passion for health
- Good organizational skills and follow-through
- Able to multi-task and improvise

Behavioral Characteristics

- Strong guest service orientation
- Cheerful, upbeat personality
- Enjoys team environment and interaction with co-workers
- Excellent communication skills
- Flexible and cooperative
- High personal standards, good self-esteem
- Energetic, able to work in fast-paced environment
- Good sense of time management
- Good sense of humor
- Self-motivated, driven and passionate about health
- Seeks out knowledge and enjoys learning/strives for professional growth

Performance Measures & Expectations

- Guest check-in process
- Guest check-out
- Call management – success rate
- Correctly and flawlessly implements the spa program
- Professional team communication
- Strong contribution to the team/spa
- Elegant image and appearance
- Maintaining boutique and managing inventory
- Work ethics

Revenue targets:

- Spa boutique sales targets _____
- Spa service volume target _____
- Spa gift card sales target _____
- Membership sales targets _____
- Upgrades and VPG target _____
- Other _____

Other expectations are outlined in the Performance Review.

I have reviewed and understand my specific position description, expectations and responsibilities:

Name _____

Signature _____

Date: _____