

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Front Office Procedures

Foundation Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference HS-FOO-F • Hospitality Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	HS-FOO-F
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Communication Skills 4 chapters · 20 classes 65 marks	
• 1 Fundamentals of Effective Communication in Hospitality — 5 classes › 1.1 Identify the Elements of Effective Communication in Hospitality › 1.2 Analyze Verbal and Non-Verbal Communication Techniques › 1.3 Demonstrate Active Listening Skills in Guest Interactions › 1.4 Practice Clear and Concise Messaging for Front Office Scenarios › 1.5 Evaluate Communication Barriers and Strategies to Overcome Them • 2 Active Listening Techniques and Customer Engagement — 5 classes › 2.1 Understand the Importance of Active Listening in Customer Engagement › 2.2 Identify Key Components of Active Listening Techniques › 2.3 Practice Reflective Listening Skills in Role-Play Scenarios › 2.4 Develop Empathy Through Active Listening Exercises › 2.5 Evaluate Customer Responses to Enhance Engagement Strategies	• 3 Handling Difficult Situations and Conflict Resolution — 5 classes › 3.1 Identify Key Elements of Difficult Situations › 3.2 Develop Active Listening Techniques for Conflict Resolution › 3.3 Explore Effective Communication Strategies in Challenging Scenarios › 3.4 Apply Problem-Solving Techniques to Resolve Conflicts › 3.5 Role-Play Difficult Conversations to Enhance Skills • 4 Cultural Sensitivity and Multilingual Communication — 5 classes › 4.1 Understand Cultural Sensitivity in Communication › 4.2 Identify Barriers to Effective Multilingual Communication › 4.3 Explore Non-Verbal Communication Across Cultures › 4.4 Practice Active Listening in Multilingual Contexts › 4.5 Develop Strategies for Inclusive Communication
2 Customer Service Principles 4 chapters · 20 classes 65 marks	
• 1 Understanding the Principles of Customer Service in Front Office Operations — 5 classes › 1.1 Identifying Key Components of Customer Service › 1.2 Exploring Front Office Customer Interactions › 1.3 Practicing Active Listening and Communication Skills › 1.4 Handling Customer Inquiries and Complaints Efficiently › 1.5 Applying Customer Service Principles in Real-world Scenarios • 2 Effective Communication Techniques for Front Office Staff — 5 classes › 2.1 Understanding the Basics of Effective Communication › 2.2 Identifying Barriers to Communication and How to Overcome Them › 2.3 Mastering Active Listening Skills for Front Office Success › 2.4 Practicing Clear and Concise Verbal Communication › 2.5 Applying Non-Verbal Communication Techniques to Enhance Service	• 3 Handling Guest Inquiries and Complaints Professionally — 5 classes › 3.1 Understanding Guest Needs: Identifying Questions and Concerns › 3.2 Active Listening Techniques: Enhancing Communication with Guests › 3.3 Empathy in Action: Responding to Guests with Understanding › 3.4 Problem Solving: Strategies for Resolving Guest Complaints Effectively › 3.5 Follow-Up Protocols: Ensuring Guest Satisfaction and Feedback • 4 Exceeding Guest Expectations through Personalization and Follow-Up — 5 classes › 4.1 Understanding Guest Expectations › 4.2 Personalizing Guest Interactions › 4.3 Implementing Personalized Solutions › 4.4 Conducting Effective Follow-Ups › 4.5 Evaluating and Enhancing Guest Satisfaction

3

Financial Awareness for Front Desk

4 chapters · 20 classes

90 marks

• 1 Understanding the Basics of Financial Terminology in Hospitality

— 5 classes

- › 1.1 Define Key Financial Terms Used in Hospitality
- › 1.2 Identify the Role of Revenue Management in Front Office Operations
- › 1.3 Explain the Importance of Cash Flow and Budgeting in Hospitality
- › 1.4 Analyze Pricing Strategies for Hotel Services
- › 1.5 Apply Financial Terms to Daily Front Office Scenarios

• 2 Revenue Management: Strategies for Front Desk Operations

— 5 classes

- › 2.1 Understand Revenue Management Basics
- › 2.2 Identify Key Performance Indicators for Front Desk
- › 2.3 Analyze Seasonal Trends in Hotel Revenue
- › 2.4 Implement Dynamic Pricing Strategies
- › 2.5 Evaluate the Impact of Promotions on Revenue

• 3 Practical Applications of Budgeting and Forecasting

— 5 classes

- › 3.1 Identify Key Components of a Budget
- › 3.2 Distinguish Between Fixed and Variable Costs
- › 3.3 Create a Sample Monthly Budget for Front Desk Operations
- › 3.4 Analyze Historical Data to Improve Budget Accuracy
- › 3.5 Implement a Basic Forecasting Model for Revenue Projections

• 4 Handling Financial Transactions and Reporting Procedures

— 5 classes

- › 4.1 Understand Financial Transaction Types and Their Importance
- › 4.2 Learn How to Process Payments Accurately and Efficiently
- › 4.3 Explore Best Practices for Handling Cash and Card Transactions
- › 4.4 Analyze Common Financial Reporting Formats and Their Uses
- › 4.5 Implement Effective Strategies for Reconciling Daily Transactions

4

Front Office Technology

4 chapters · 20 classes

65 marks

• 1 Introduction to Front Office Technology Systems

— 5 classes

- › 1.1 Explore the Role of Front Office Technology in Hospitality
- › 1.2 Identify Key Components of Front Office Technology Systems
- › 1.3 Examine the Benefits of Implementing Front Office Technology
- › 1.4 Analyze Common Front Office Technology Software and Tools
- › 1.5 Apply Best Practices for Using Front Office Technology Systems Effectively

• 2 Communication and Reservation Technologies

— 5 classes

- › 2.1 Explore Communication Technologies in Front Office Operations
- › 2.2 Identify Key Features of Reservation Systems
- › 2.3 Analyze the Role of Technology in Enhancing Guest Experience
- › 2.4 Compare Different Reservation Platforms for Effectiveness
- › 2.5 Implement a Mock Reservation Process Using Technology

• 3 Guest Service and Engagement Tools

— 5 classes

- › 3.1 Explore Digital Guest Engagement Platforms
- › 3.2 Analyze the Role of CRM Systems in Front Office Services
- › 3.3 Demonstrate Effective Use of Chatbots for Guest Communication
- › 3.4 Implement Feedback Management Tools in Guest Services
- › 3.5 Evaluate the Impact of Mobile Apps on Guest Experience

• 4 Security and Data Management in Front Office Operations

— 5 classes

- › 4.1 Identify Key Security Risks in Front Office Operations
- › 4.2 Understand Data Protection Regulations and Compliance
- › 4.3 Implement Secure Data Management Practices
- › 4.4 Utilize Front Office Technologies for Enhanced Security
- › 4.5 Develop an Emergency Response Plan for Data Breaches

5

Introduction to Front Office Operations

4 chapters · 20 classes

65 marks

• 1 Understanding the Role of Front Office in Hospitality

— 5 classes

- › 1.1 Exploring the Front Office: An Overview
- › 1.2 Identifying Core Responsibilities of Front Office Staff
- › 1.3 Understanding Customer Interaction and Satisfaction
- › 1.4 Coordinating with Other Hospitality Departments
- › 1.5 Implementing Front Office Best Practices

• 2 Front Office Terminologies and Organisational Structure

— 5 classes

- › 2.1 Understanding Basic Front Office Terminologies
- › 2.2 Exploring the Key Functions of Front Office Operations
- › 2.3 Identifying Roles and Responsibilities in Front Office Teams
- › 2.4 Analyzing the Organisational Structure of Front Office Operations
- › 2.5 Applying Front Office Terminologies in Real-world Scenarios

• 3 Guest Cycle Management and Communication Skills

— 5 classes

- › 3.1 Understanding the Guest Cycle Phases
- › 3.2 Identifying Key Front Office Responsibilities
- › 3.3 Developing Effective Communication Strategies
- › 3.4 Enhancing Guest Interaction Skills
- › 3.5 Applying Conflict Resolution Techniques

• 4 Technological Tools and Software in Front Office Operations

— 5 classes

- › 4.1 Exploring Front Office Software Systems
- › 4.2 Navigating Reservation Management Tools
- › 4.3 Utilising Communication Platforms Effectively
- › 4.4 Understanding Guest Management Interfaces
- › 4.5 Implementing Data Security Measures in Front Office

• 1 Identifying Common Front Office Challenges — 5 classes

- › 1.1 Identify Common Front Office Challenges
- › 1.2 Analyze Causes of Front Office Issues
- › 1.3 Explore Customer Complaints in Front Office Settings
- › 1.4 Develop Strategies for Effective Problem-Solving
- › 1.5 Implement Solutions to Front Office Challenges

• 2 Analyzing Problem Causes and Impacts — 5 classes

- › 2.1 Identify Common Causes of Front Office Problems
- › 2.2 Analyze the Impact of Front Office Issues on Customer Experience
- › 2.3 Utilize Root Cause Analysis for Front Office Challenges
- › 2.4 Develop Strategic Solutions to Address Identified Problems
- › 2.5 Evaluate the Effectiveness of Solutions Implemented in the Front Office

• 3 Developing Effective Problem-Solving Strategies — 5 classes

- › 3.1 Identify Common Front Office Problems and Their Impacts
- › 3.2 Analyze Root Causes of Front Office Issues
- › 3.3 Develop Creative Solutions for Front Office Challenges
- › 3.4 Evaluate the Effectiveness of Proposed Solutions
- › 3.5 Implement and Monitor Solutions in Front Office Operations

• 4 Implementing Solutions and Evaluating Outcomes — 5 classes

- › 4.1 Identify Common Challenges in Front Office Procedures
- › 4.2 Analyze Potential Solutions for Front Office Issues
- › 4.3 Develop an Action Plan to Implement Solutions
- › 4.4 Execute Solutions and Monitor Implementation Process
- › 4.5 Evaluate Outcomes and Adjust Strategies for Improvement