

Front Desk Excellence Self-Assessment for Luxury Hotels

1. Personal Presence & Professionalism

Requirement	1	2	3	4	5
A) Core Qualities					
Polished appearance					
Excellent grooming and hygiene					
Elegant body language					
Calm under pressure					
Professional tone of voice					
Confidence without arrogance					
Reliability					
Punctuality					
Discretion					
Emotional maturity					
Self-awareness					
Accountability					
Positive attitude					
Consistency					
Composure					
B) Observable Behaviors					
Maintains eye contact appropriately					
Greets guests immediately					
Stands attentively					
Uses refined language					
Avoids gossip					
Handles criticism professionally					
Remains composed during peak hours					
Dresses according to luxury standards					
Keeps workspace immaculate					
Maintains confidentiality					

2. Guest Service Mindset

Requirement	1	2	3	4	5
A) Core Qualities					
Hospitality instinct					
Service orientation					
Warmth					
Empathy					
Patience					
Generosity in attitude					

Attentiveness					
Anticipation of needs					
Desire to exceed expectations					
Guest-first mentality					
B) Observable Behaviors					
Uses guest names naturally					
Offers assistance proactively					
Notices discomfort quickly					
Follows up without being asked					
Escorts rather than points					
Remembers preferences					
Personalizes interactions					
Makes guests feel valued					
Handles special occasions thoughtfully					
Shows genuine care					

3. Communication Skills

Requirement	1	2	3	4	5
A) Core Qualities					
Clear communication					
Diplomacy					
Tact					
Active listening					
Verbal intelligence					
Cultural sensitivity					
Emotional intelligence					
Persuasiveness					
Clarity under pressure					
B) Observable Behaviors					
Speaks clearly and calmly					
Listens without interrupting					
Confirms understanding					
Adjusts tone					
Uses professional wording					
Explains policies gracefully					
De-escalates tension					
Avoids defensive reactions					
Communicates between departments					
Handles complaints elegantly					

4. Emotional Intelligence

Requirement	1	2	3	4	5
A) Core Qualities					
Empathy					
Self-control					
Social awareness					
Adaptability					
Resilience					
Sensitivity					
Conflict awareness					
B) Observable Behaviors					
Detects guest mood quickly					
Responds calmly to frustration					
Does not take complaints personally					
Adjusts approach					
Supports colleagues					
Stays emotionally balanced					
Recognizes non-verbal cues					
Handles VIPs professionally					

5. Luxury Hospitality Standards

Requirement	1	2	3	4	5
A) Core Qualities					
Attention to detail					
Refinement					
Sophistication					
Discretion					
Elegance					
Precision					
Anticipation mindset					
B) Observable Behaviors					
Notices small inconsistencies					
Uses refined etiquette					
Maintains luxury vocabulary					
Anticipates requests					
Recognizes returning guests					
Handles VIP arrivals seamlessly					
Coordinates amenities					
Understands luxury expectations					
Protects guest privacy					

6. Problem Solving & Decision Making

Requirement	1	2	3	4	5
A) Core Qualities					
Resourcefulness					
Initiative					
Critical thinking					
Decisiveness					
Ownership mentality					
Solution orientation					
B) Observable Behaviors					
Resolves issues independently					
Offers alternatives					
Takes ownership					
Escalates appropriately					
Thinks quickly					
Keeps guests informed					
Finds creative solutions					
Prevents repeat problems					

7. Operational Excellence

Requirement	1	2	3	4	5
A) Core Qualities					
Organization					
Accuracy					
Efficiency					
Time management					
Discipline					
Dependability					
B) Observable Behaviors					
Efficient check-ins					
Avoids billing mistakes					
Accurate records					
Manages queues					
Prioritizes tasks					
Multitasking					
Follows SOPs					
Keeps desk clean					
Coordinates departments					

8. Sales & Revenue Awareness

Requirement	1	2	3	4	5
A) Core Qualities					

Commercial awareness					
Upselling confidence					
Persuasive communication					
Brand loyalty					
B) Observable Behaviors					
Upsells naturally					
Promotes amenities					
Recommends experiences					
Understands room categories					
Encourages loyalty					
Maximizes opportunities					

9. Teamwork & Internal Culture

Requirement	1	2	3	4	5
A) Core Qualities					
Collaboration					
Respect					
Loyalty					
Humility					
Supportiveness					
Professional maturity					
B) Observable Behaviors					
Helps colleagues					
Shares information					
Avoids conflict in front of guests					
Respects departments					
Accepts feedback					
Supports morale					

10. Cultural & International Awareness

Requirement	1	2	3	4	5
A) Core Qualities					
Open-mindedness					
Cultural intelligence					
Respect					
Adaptability					
B) Observable Behaviors					
Understands etiquette					
Adapts communication					
Respects differences					
Avoids assumptions					

Handles language barriers					
Comforts international guests					

11. Crisis & Stress Management

Requirement	1	2	3	4	5
A) Core Qualities					
Stress tolerance					
Stability					
Courage					
Calmness					
B) Observable Behaviors					
Remains calm in system failures					
Handles angry guests					
Maintains standards					
Thinks in emergencies					
Reassures guests					
Avoids panic					

12. Ethical Standards & Trustworthiness

Requirement	1	2	3	4	5
A) Core Qualities					
Integrity					
Honesty					
Confidentiality					
Responsibility					
Ethical judgment					
B) Observable Behaviors					
Protects guest data					
Handles payments responsibly					
Reports mistakes					
Avoids favoritism					
Follows policies					
Maintains boundaries					

13. High-End Guest Experience Behaviors

Requirement	1	2	3	4	5
A) Core Qualities					
Anticipation					
Recognition					
Subtle service					

Memory of preferences					
Seamless experience					
Elegant complaint handling					
Turning problems into memories					
Personalized touches					
Balance efficiency & warmth					
Confident without stiffness					
B) Observable Behaviors					
Anticipates needs					
Makes guests feel recognized					
Stays discreet					
Remembers preferences					
Creates seamless stays					
Handles complaints elegantly					
Turns issues into positives					
Adds personal touches					
Balances speed & warmth					
Shows calm confidence					

14. Red Flag Behaviors

Requirement	1	2	3	4	5
A) Core Qualities					
Eye rolling					
Defensive tone					
Interrupting					
Visible frustration					
Gossiping					
Blaming					
Robotic interaction					
Ignoring guests					
Poor posture					
Over-familiarity					
Arguing					
Complaining					
Slang					
Lack of urgency					
Forgetting details					
Poor follow-up					
Multitasking during talk					
Lack of discretion					
B) Observable Behaviors					
All behaviors indicate decline in service quality					

15. Advanced Luxury-Level Competencies

Requirement	1	2	3	4	5
A) Core Qualities					
Reading guests quickly					
VIP management					
Silent luxury service					
Knowing when to engage					
Emotional loyalty					
Memorable moments					
Graceful authority					
Flawless execution					
Effortless problem handling					
Brand representation					
B) Observable Behaviors					
Interprets guests instantly					
Manages VIP expectations					
Provides invisible service					
Adapts presence					
Builds loyalty					
Creates memories					
Maintains authority					
Operates under pressure					
Simplifies complexity					
Represents brand					