



Job Description

Head of Customer Service and Guest Relations

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Position Title: Head of Customer Service and Guest Relations

Department: Customer Service and Guest Relations

Reports To: Chief Operating Officer (COO)

Version: 1.0

Job Overview

The Head of Customer Service and Guest Relations is responsible for leading all aspects of guest experience and service quality across Grand Royale Group's hotels, restaurants, and event venues. This role ensures consistent delivery of luxury hospitality standards, fostering a culture of excellence and customer satisfaction. The position plays a critical role in managing service operations, guest feedback, and continuous improvement initiatives to enhance the brand's reputation for world-class service.

Key Responsibilities

Customer Experience Strategy

- Develop and implement a group-wide customer service and guest experience strategy.
- Establish service benchmarks, standards, and performance metrics across departments.
- Monitor guest satisfaction trends and develop action plans for improvement.
- Collaborate with department heads to ensure seamless service delivery.





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Operational Excellence

- Oversee daily customer service operations across multiple hospitality venues.
- Implement and maintain service procedures, complaint handling systems, and feedback processes.
- Ensure all staff uphold Grand Royale Group's service standards and brand values.
- Conduct audits and quality checks to identify areas for service improvement.

Guest Relations & Brand Representation

- Act as the brand ambassador for guest engagement and satisfaction.
- Handle VIP and high-profile guest relations with discretion and professionalism.
- Oversee the management of loyalty programs and customer retention initiatives.
- Ensure consistent service delivery that aligns with brand promises and expectations.

Leadership & Training

- Lead and mentor the guest relations and customer service teams across all sites.
- Coordinate training programs to strengthen customer service excellence.
- Promote a culture of empathy, professionalism, and accountability.
- Reward and recognise outstanding service performance within teams.

Qualifications and Experience

- Bachelor's degree in Hospitality Management, Business, or related field.
- Minimum 7–10 years' experience in guest relations or customer service leadership.
- Proven record of managing service delivery in luxury hotels or hospitality environments.
- Strong understanding of customer psychology and service recovery techniques.
- Experience in developing and implementing guest feedback systems and loyalty programs.





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Skills and Competencies

- Exceptional interpersonal and communication skills.
- Leadership and motivational abilities.
- Strong problem-solving and decision-making capacity.
- Data-driven approach to service analysis and improvement.
- Professional presentation and diplomacy under pressure.

Working Conditions

This is a full-time leadership role based at Grand Royale Group's head office in Gold Coast, Queensland, with regular visits to hotels, restaurants, and venues. The role may require evening or weekend availability during peak operational periods.

Key Performance Indicators (KPIs)

- Guest satisfaction and loyalty metrics.
- Response time and resolution rate for service issue.
- Consistency and quality of service delivery.
- Staff engagement and training participation.
- Achievement of annual service improvement goals.

Company Values and Culture

Grand Royale Group values authenticity, excellence, and respect in every guest interaction. The organisation promotes a culture of care and professionalism, ensuring that every guest experience reflects the warmth and quality of Australian hospitality.

Career Path

This position offers opportunities for career progression into senior executive roles such as Director of Guest Experience or Chief Operations Officer (COO) within Grand Royale Group or the broader hospitality industry.

