

RCL Cruises Ltd.



(manual section is applicable for above companies)

HUMAN RESOURCES
Chapter 8 - .12 Guest Services

Revision 160 : July/20/2019

8.12.18 Royal Genie

Job Description

position title: Royal Genie

department: Guest Services

position reports to: Guest Services Manager

number of stripes: 2.0

direct reports: 0

prepared by: Maria Mattsson

approved by: Claudia King McWilliams

creation date: 7/23/2015

revision date: 10/02/2017

Position Summary:

- Are you obsessed with creating effortless and personalized experiences?
- Are you unsatisfied with anything less than perfection?
- Do you believe that “No” should not be in our vocabulary?
- Do you see opportunities where others see difficulties?
- Do you consistently deliver the WOW! by living and breathing The ROYAL Way?

If you answered yes to these questions, please keep reading, because we may have a role for you in Royal Genie Services!

Royal Genies are responsible for the satisfaction of our most valued Star guests. With their expertise in personalized, high-end service and certification by The British Butler Institute, Royal Genies are rated some of the very best service professionals at sea. Royal Genies make their magic, in part, by: taking personal ownership of their guests' vacation experience through friendly interactions with both guests and crew as they advocate for their guests' requirements and requests; being passionate about creating surprise and delight moments at every possibility, taking pride in making others happy; their committed practice of doing the ordinary things extraordinarily well, with a fine attention to detail, thus delivering the best vacation experiences at sea.

This position description in no way states or implies that these are the only duties to be performed by the shipboard employee occupying this position. Employees may be required to perform any other job-related duties assigned by their supervisor or management. All duties and responsibilities are to be performed in accordance with the Company's Safety, Quality and Environmental standards.

Competencies:

job skills/results

Business Acumen

- Responsible for meeting or exceeding Star Guest Satisfaction KPIs that are directly influenced by this role
- Services our Star guests throughout their cruise experience: from pre-arrival to post-departure; ensures that all standard operating procedures are adhered to regarding the Royal Suite Class program
- Works closely within Guest Services and with other departments and divisions to plan and deliver customized vacation experiences for our Star guests
- The Royal Genie will ensure that assigned suites are prepared before embarkation with all necessary information and requests; will work with the appropriate departments to refresh and replenish as required throughout the voyage
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- The Royal Genie will welcome all Star guests upon arrival to the terminal and expedite the arrivals process, including providing a direct escort to the suite while the luggage is accompanied by a dedicated attendant
- The Royal Genie will be trained and able to offer luxury butler services, including, but not limited to, the following: wake up service, packing and unpacking luggage, shoe polishing, wine and champagne service, overseeing proper food and beverage service in a variety of styles
- Is knowledgeable of the activities and events onboard to be able to provide guests with accurate and up-to-date information, handle any special request, and suggest appropriate venues
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- Liaises with Shore Excursion Manager and M&R Manager on local port of call arrangements

- Coordinates the maintenance and/or repair of the suite with Executive Housekeeper or other shipboard departments as needed
- Assists, as requested, with business services, including assistance with airlines or hotels and document printing and faxing
- Royal Genie will escort guests through the departure formalities swiftly
- Delivers the WOW every day by living The ROYAL Way; ensures Gold Anchor standards, Safety, Environmental and other company policies and standards are consistently maintained
- Uses past life experiences and creativity to deliver unique and professional ways of elevating service in a manner which consistently surprises and delights the Royal Genie's guests and colleagues as well as RCI Management and Shareholders

Drives Profitable Growth

- Provides pertinent information to guests in order to upsell In-Stateroom Catering, Shore Excursions, Spa appointments, Cabanas and other upgraded experiences.
- Maintains knowledge of the ship's regular events, ports of call and special functions by reviewing all available sources to provide accurate information to answer questions. Makes reservations for various activities and services such as shore excursions, dining, wine, spa, flowers, etc. Follows-up to ensure services and amenities are delivered as specified
- Works with the M&R Division to ensure maximization of revenue by providing information on Guest Preferences and to complete any guest requests related to M&R Division

Cultivates Customer First

- Competent in all brand standards and accountable for executing against them at all times; holds others accountable for delivering against the standards
- "Your wish is my command" is the service philosophy followed by Royal Genies. Royal Genie will make guest's entertainment, shore excursion, private transportation and dinner reservations with best table location; as well as delivering "surprise and delight" moments throughout the cruise.
- The Royal Genie takes ownership and is accountable for responding to guest feedback and requests according to departmental standards. By maintaining knowledge of all suite guest ratings and comments, assists in maintaining a culture throughout the Guest Services team for owning and resolving guest issues to complete satisfaction
- Serves as the ship's key contact person for Star guest inquiries and service requests and always goes above and beyond to fulfill requests; escalating to Guest Services Manager when necessary
- Ensures that both boarding and departure process for Star guests is easy and efficient
- Is the "go-to" person for any issues for Star guests and is available outside the office hours if needed

leadership skills

Leads with Passion, Drive and Energy

- Exhibits professional leadership presence, positive energy and passion in all situations
- Maintains a positive attitude at all times and accepts ownership for achieving results in all areas of accountability
- Works with other division and departmental leaders to ensure that all necessary shipboard employees are knowledgeable of Royal Genie Services and the Royal Suite Class program and that all new initiatives and changes pertaining to the program are communicated to all levels of the organization onboard in a timely manner

Cross Team Collaboration

- Fosters team unity and collaborates well
- Reviews the Suite guest report with the Guest Services Manager and shipboard leaders prior to each voyage to share as much insight as possible of guests sailing in Star suites
- Coordinates with Guest Services Manager to ensure other departments and their employees are trained and up to date on the Royal Suite Class program and its benefits
- Escalates shortcomings and service failures to the respective manager or senior leadership level as needed.

Attracts and Develops Talent

- Sets expectations; provides honest, candid, ongoing feedback; takes appropriate action to improve performance

Acts with Integrity

- Is a role model for others and serves as a positive ambassador of Royal Caribbean International
- Practices sound and prudent business sense while demonstrating the highest degree of professional ethics at all times.
- Maintains guests' confidence and protects organization's reputation by keeping guest and company information confidential.
- Enhances department and company reputation by accepting ownership and accomplishing a diversity of requests while exploring opportunities to add value to job accomplishments
- Creates a climate of trust and mutual respect
- Elevates the Royal Genie Services by being a role model in driving and displaying an always-positive "Can-Do" attitude and consistently goes above and beyond to complete guest requests in a friendly, passionate and committed way

Qualifications:

- 2-year degree in hospitality degree – OR – 3 years of experience in a guest service or related field; applicants with experience in the luxury or upscale markets are preferred. Related work experience should include problem resolution as a key aspect of regular duties
- Successful applicants will be sent by Royal Caribbean International to complete a Front of House Course with the British Butler Institute before being assigned a Royal Genie position. Fluent written and verbal English
- Worldly and culturally competent with an excellent understanding of social etiquette and formal service protocols
- Basic office skills including Word, Excel, Power Point
- Organizationally skilled to be able to manage multiple requests and tasks from various guests and supervisors with, maintaining attention to small details without losing grasp of the big picture
- Ability to communicate effectively and tactfully with guests, division heads and shipboard employees to resolve problems and negotiate resolution
- Deliver on "Your Wish is My Command" promise to our guests through departmental and brand

standard

Language Requirements:

- Excellent ability to speak and write English clearly, distinctly and cordially
- Excellent ability to read and write English in order to understand and interpret written procedures. This includes the ability to give and receive instructions in written and verbal forms and to effectively and cordially present information and respond to questions from guests, supervisors and co-workers.
- Native Spanish speakers are encouraged to apply; In addition, verbal and written fluency in any of the following languages is preferred: Portuguese, Cantonese, Mandarin, German and Italian
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- *All shipboard employees must be able to communicate in the English language in order to understand and interpret written procedures. This includes the ability to give and receive instructions in written and verbal forms and to effectively present information and respond to questions from guests, supervisors and co-workers*

Physical Requirements:

- *While performing the duties of this job, the shipboard employee is regularly required to stand; walk; use hands to touch, handle, or feel; reach with hands and arms; talk or hear; and taste or smell. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.*
- *Managing of stores for the Royal Genie program and receiving of special shipments are part of the duties*
- *All shipboard employees must be physically able to participate in emergency lifesaving procedures and drills. Full use and range of arms and legs as well as full visual, verbal and hearing abilities are required to receive and give instructions in the event of an emergency including the lowering of lifeboats. The employee must have the ability to lift and/or move up to 50 pounds.*

Related Entries:

Related Chapters:

END OF SECTION