

Serenity Spa

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Job Description

Job Title: Front Office Manager

Reports to: General Manager

Location: Kitisuru

About Serenity Spa:

Serenity Spa is Kenya's number 1 spa offering holistic and professional spa treatments to its clients. Established in 2013, Serenity Spa has over 100 staff members across its 2 branches in Gigiri and Kitisuru with a dedicated administration and operations team to support the company's mission and vision. To achieve and maintain excellence, Serenity Spa has invested heavily in innovation, training and development of its staff, treatments and general spa set up. You will never have a boring day with us and we make it our job to ensure our clients' objectives are met.

Job Overview: The core function of this role is to increase and grow sales revenue through maximizing clients' trends and experiences through consistent data analysis. The Front Office Manager leads a team of Front Office Associates (4 staff) working on shift basis. The individual is in charge of ensuring best practices are implemented and high customer service standards are achieved by the team.

The main objectives of this role include;

1. Increase and maintain a branch **client retention** of above 55%
2. Review and analyse all **client data** to improve and increase client satisfaction and sales
3. Study and report client trends to improve **market reach**
4. Achieve daily and monthly set **sales targets**

Your key responsibilities comprise:

1. Trend analytics
2. Marketing
3. Leadership of Front Office team
4. Client Relationship Management
5. Reporting

Responsibilities:

- Trend Analytics:
 - In Trend Analytics, you will collect, organize, and interpret client data through primary and secondary sources to maximize client satisfaction and experiences. This analysis will also be helpful in assisting management team in decision to continuously improve services.
 - Ensure all client data is accurate and up to date. You will also ensure all client profiles are relevantly updated to include client service preferences.
 - Review and analyse all client data including treatment trends, client feedbacks collected through different sources to continuously improve service experience.
 - You will be responsible to ensure that client experiences are maximized and identify gaps to improve.
- In Marketing, you will support the company's marketing department by collecting Social media content through client interactions and feedback/testimonial sharing.

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- You will actively be involved in new menu, product or treatment launches to collect client responses and reactions.
- You will be proactive in client interactions to engage further on feedbacks shared, seek feedbacks, and request video or photo shooting for social media postings.
- You will liaise with the Branch Manager to carry out internal research to understand team product and treatment knowledge.
- Observe to understand client trends and share reports to marketing regarding suggestions on service improvements and client preferences for marketing purposes.
- You will also involve the Jani and stock team, where necessary to ensure adequate product supply and stocking for service delivery.
- Team leadership - Front Office team;
 - Lead and manage all front office trainings including onboarding.
 - Have knowledge of booking system, all customer service processes and ensure these are fully understood, implemented, and maximized by the team.
 - Observe client journey (360-degree cycle) through front office, therapists and hairdressers and flag any gaps or disconnects.
 - Conduct consistent skills evaluation for the Front Office team to ensure full capacity to maximize team performance.
 - Liaise with the Branch manager and HR Manager in scheduling role play and team training sessions to improve service delivery and overall client experience.
 - Ensure client accommodation areas (rooms, relaxation area, garden, salon, etc) are always maintained in good décor and set up for client show-rounds.
- Client Relationship management;
 - Have knowledge of all services and products available and guide clients on best options for best experiences.
 - Understand the 360-degree client experience at Serenity Spa and ensure this is known, understood and implemented by all.
 - Observe the sales team to identify gaps in relations to client feedback and work closely with the Branch manager to ensure consistency in client experiences and service standards and quality through relevant training.
 - Conduct checks to ensure the spa ambience, i.e music, decors, parking, reception, etc, are always maintained at high quality.
 - Ensure timely response to all client feedbacks and report all client complaints or suggestions to the General Manager. Ensure client feedback is reverted immediately and where necessary, resolved within 48 hours of receipt.
 - Observe internal client relations amongst the front office team to ensure this is maintained as per company policy.
- Reporting;
 - Share daily reports with daily activities, achievements, suggestions, issues and updates.
 - Report to management any issues arising from client interactions and feedback shared including any complaints, suggestions or recommendations made by the clients.
 - Include client feedback directed at specific trends i.e popularity of a particular service. Any such information that would assist in targeted marketing.
 - Escalate inappropriate actions or comments experienced while executing duty

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- Analyse all client feedback and report to management data including client trends, facility status, front office and team, and others.

Qualifications and Attributes:

- A data and sales driven, customer and solution oriented individual.
- **MUST** have experience managing a team of at least 3 people in customer service roles.
- Have an approachable and warm personality and ability to engage with and manage employees
- Expert in system understanding and learning with great resource maximization skills.
- Bachelor's degree from a reputable institution
- Have a hands-on and proactive approach with a thirst for tangible results

Salary range – Kes. 100,000 to 150,000 Monthly Gross

The Serenity Spa Way

We have worked **BRICK by BRICK** to achieve the success Serenity Spa marvels in today and are not stopping here. We base our work and internal culture on five fundamental values which we uphold dearly. If these values resonate well with you, you will fit at Serenity Spa;

- **Building relationships** through hard work and professionalism
- **Responsibility and accountability** is a very important factor of our teamwork and operational excellence
- **Integrity and honesty** where our employees and clients trust that we are transparent in all that we do
- **Customer centric** by being consistent and committed. Our dedication to offer high quality services is very deep
- **Keen to embrace growth** through innovation. Trust that we never get boring!!