



Standard Procedures Manual ©

# Cruise Consultant (CC)

POSITION DESCRIPTION

## 52301

Prepared by Hotel Operations Dept CTD	Approved by Corporate Crew HR/ Hotel Ops Mngr	Revised by Crew HR	Authorized by Emilio La Scala	For use on Cruise Fleet	Original File June 20, 2012	Last Revision June 2016	Revision No 4	Page 1 of 3
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**POSITION NO.** 52301

**Title** Cruise Consultant (CC)

**Rank** Cruise Staff

**Department** Hotel

**Main Functions** This position performs a variety of guest contact functions to sell future cruise bookings by planning itineraries for guests currently cruising onboard the vessel. In addition the CC is the onboard ambassador for the MSC Voyagers Club loyalty program.

CC must work in conjunction with the Customer Activation & Insights Manager by selling future cruise vacations from MSC Voyagers Club Members, and all other guests. As an ambassador of the Sales Department, and travel agents in general, the CC must be in tune with various sales policies and procedures that relates to our business relationship with travel agents and other distribution channels.

The CC is a high energy, multi-tasking individual who possesses a positive, "can do" attitude. The CC plays an instrumental role in servicing the program needs of our most loyal guests whilst continuously striving to exceed hospitality industry standards, and ensuring Total Guest Satisfaction.

This role establishes and supports a positive working environment and focuses on sales, ratings, monthly revenue targets, customer service, and operational goals where training, leadership, development are paramount. The CC is expected to be one of the ship's driving advocates for delivering outstanding Customer Service and Sales Results.

**Reports to** Shipside: Hotel Director  
Shoreside: Customer Activation & Insights Manager – CRM Department

**Subordinates** none

**Replacement** Senior Guest Service Agent

**REQUIREMENTS FOR POSITION** Minimum requirements to perform the job

- Previous sales experience preferred. Ability to promote and persuade guests to book future cruises.
- Clear speaking voice with the ability to use appropriate business and travel industry language.
- One to two years experience in reservations systems knowledge and a customer service related position with knowledge of customer service techniques

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---------------------------------------------	-----------------------------------------------------	-----------------------	----------------------------------	----------------------------	--------------------------------	----------------------------	------------------	----------------

- Must attend all MSC Voyagers Club functions and possess the ability to speak in front of a large audience.
- Ability to work in a potentially stressful environment by either handling multiple tasks at a time or multiple guest requests at a time.
- Must possess the skills of a mature self-starting, responsible, and goal-oriented individual.
- Working knowledge of computers, internet access, and the ability to navigate within a variety of software packages such as Microsoft Excel, Microsoft Word, Microsoft PowerPoint.
- Ability to utilize customer service skills by exercising authority and discretion to satisfy guests in a manner consistent with MSC Cruises standards.
- University or college degree is preferred.
- Completion of high school or basic education equivalency is mandatory
- Language Requirements:
- Ability to speak multi-languages English Italian, Spanish, French, German clearly, distinctly and cordially with guests.
- 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 present information and respond to questions from guests, supervisors and co-workers.
- Basic Safety Training and all other certification and documentation in force at the time of engagement compliant with the flag state requirements of the vessel to which the incumbent is assigned.
- Passports, visas, permits and when possible Seaman Book as specified by the company and as required for exit from the port of origin and entry into the destination cruising area.
- Vaccinations, health books or other documentation applicable to Guest, to verify vaccination against any endemic disease known to be prevalent in the destination cruising area.
- Fluent English, oral and written and at least 2 additional European languages (Italian, Portuguese, German, Spanish and French);
- One to two years' experience in a sales driven role with customer care aspects;
- Strong sales orientation;
- Excellent communication and customer care skills;
- High School certificate;
- Previous experience on a Cruise ship is an advantage;
- Proficient use of Microsoft Office and Publisher;
- Knowledge of Fidelio Cruise System is an advantage.

*BST*

*Health*

*Requested Skills*

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---------------------------------------------	-----------------------------------------------------	-----------------------	----------------------------------	----------------------------	--------------------------------	----------------------------	------------------	----------------

### SAFETY & DISCIPLINE

#### You are required to:

- Read understand and comply with the SMS Company Policy and Crew Embarkation Guide of the MSC Cruise fleet.
- Wear the complete prescribed uniform and name badge at all times in Guest areas setting an example of appearance, presentation and good grooming.
- Attend all emergency drills, carry the personal emergency card, and understand emergency duties.
- To comply with the Style and Trend policy of the Company (refer to SP 20.01.01)
- Read, understand and comply with MSC Standard Procedures which relate to your position.
- Read and understand the Organizational Chart of the Ship, to know who reports to whom

### KEY RESPONSIBILITIES

- Actively seeks out potential future Guests in order to determine which itinerary, vessel, stateroom, experience, category, travel dates and financial consideration are required for their booking;
- Promotes sales by initiating calls, acting on leads and/or prospects;
- Promotes and sells future cruises in order to achieve monthly revenue targets (sales objectives);
- Manages all new bookings, coordinating all actions with the travel agent and the local country contact center. Prints Guest confirmation and collects deposit payments;
- Promotes and collects the subscriptions to the MSC Voyagers Club loyalty program.
- Provides reports (tracking activity) to the Corporate Team and Hotel Director of his/her ship

### GOVERNING STATUS

Status	Staff
Accommodation	Staff Cabin shared use
Assigned Mess	Staff Mess
Privilege Level	2

### WORKING TOOLS

Dect phone - radio
Desk and computer with Fidelio Access, advertising materials
Daily Bar Allowance for PR purposes – see SP 30.03.06
Internet access – to all MSC Cruise websites
Direct email address
Code to allow access for external phone calls, direct line with Sorrento CTD Office (53400)
Working location: The designated working area within specified hours is on Deck 5. However, on some days, the position may be subject to change to capitalize on high traffic areas of Guests.