

Receptionists

General competency framework · Professional level · 5 competencies · approx. 75 minutes

How to use this guide

- Focus on these 5 competencies — the behaviours that matter most for this role — not a chronological career history.
- Ask every candidate the same core questions, then probe. Allow around 15 minutes per competency.
- Ask for real examples and use STAR — the Situation, the Task, the Action they took, and the Result.
- Stay neutral, capture what they say, and judge later. Gather evidence on one competency at a time.
- Rate each competency 1–5 against the positive and negative indicators, and note the evidence.

5 Outstanding 4 Good 3 Acceptable 2 Marginal 1 Poor

1. Customer Focus

Builds effective customer relationships to ensure needs and expectations are understood. Understands the importance of the customer to the business, seeking regular feedback whilst being prepared to say no when needed.

Why this matters for Receptionists: Strongly named across all sources. Hospitality Team Member Standard: 'always thinking customer first'. Customer Service Practitioner Standard: 'deliver excellent service'. The receptionist is the first impression — service orientation is foundational and position 1 is defensible.

Give me an example of a time when you provided excellent customer service/went the extra mile for a customer.

- What did you do differently in this situation? Why did you do this?
- What makes this situation stand out for you?
- How does your approach compare to that of your peers?
- What was the outcome? How did you know the customer was satisfied?

At times we all fail to deliver what a customer requires. Can you think of a time when this has happened to you?

- Why were you unable to meet the needs of the customer?
- How did you feel about this? What feedback did you receive?
- How did you respond to the customer's subsequent requests?
- What have you done to prevent the same situation occurring?
- What feedback mechanisms have you put in place to ensure customer satisfaction?

Sometimes customers don't really understand what they want or present requests that will not meet their real need. Tell me about a time when you had to ask questions/listen carefully to clarify the exact nature of the customer's need.

- How did you get to the root of the issue/help the customer articulate their real need?
- How did the customer respond?
- What would have been the impact of you not acting in this way?

NEGATIVE INDICATORS

1 · 2 · 3 · 4 · 5

POSITIVE INDICATORS

Is less focused on providing excellent service to customers. Sees customers as a means to an end rather than an end in itself		Provides a friendly, efficient, professional and courteous service to customers
Lacks accountability/responsibility for customer issues. Fails to show personal commitment for resolving customer issues		Takes personal responsibility for customers, prioritising customer satisfaction highly
Fails to see/articulate the link between the customer and the organisation/business. Fails to appreciate the commercial impact of positive/negative PR		Understands the importance of the customer to the organisation/business. Clearly articulates the link between customer satisfaction and business performance
Presents customers with solutions that are based on wants rather than real needs. Is not always honest in dealings with customers		Is honest and authentic in dealings with customers – provides clear recommendations based on insights from the customer
Does not seek to truly understand and ascertain customer needs. Operates more on a “here is my solution, what is your need” basis or focuses more on customer wants rather than needs		Demonstrates a genuine curiosity and interest in the customer. Asks the right questions and listens carefully to the customer to build trust in the relationship and get to the real need
Fails to demonstrate empathy or an appreciation of the impact of their message on the customer. Could do more to put themselves in the shoes of the customer		Demonstrates empathy with customers. Show sensitivity and considers the impact of their message on the customer
Focuses on completing a transaction rather than developing a relationship with the customer		Focuses on developing a customer relationship rather than on completing a transaction
Is not proactive in seeking regular feedback from customers		Seeks regular feedback from customers
May over promise and under-deliver when customers are unrealistic with demands or when requests are not commercially viable. Needs to be able to say no (with integrity) to customers		Will not promise what cannot be delivered and ensures that work with customers is commercially viable. Prepared to say no to customers

Summary of evidence: _____ **Rating (1–5):** _____

2. Organisational Skills

Establishes clear priorities and builds plans to ensure delivery on time. Works in a systematic manner and manages resources efficiently. Quickly adapts plans as circumstances require. Sees things through to completion.

Why this matters for Receptionists: Multi-tasking is core — phone, walk-in visitors, email, scheduling, deliveries, switchboard, security passes, contractor sign-in. Business Admin Standard names 'manage diary, schedule meetings'. Concurrent demand handling at peak times is the daily craft.

Tell me about a time when you were responsible for implementing a plan.

- What stages did you work through – how did you plan for success?
- On what basis did you determine priorities?
- How did you allocate resources?
- What were some of the risks? How did you identify & manage these?
- What happened when things did not go to plan?
- What methods did you use to monitor progress?
- What was your key learns from this process?

We are often faced with conflicting demands on our time. Can you give a specific example of when you have had to prioritise work activity?

- How did you go about making decisions about the priorities?
- How do you know that you were effective in your prioritisation?
- How could you have increased your effectiveness?
- How did you manage distractions and stay focused on the right things?
- Tell me about a time when you have had to shift your priorities in response to emerging business needs?

Describe a time when you have organised scarce resources to get the best result possible for the business

- How did you go about doing this?
- How did you monitor progress?
- What was the outcome?
- What would you do differently next time?

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
Fails to appreciate the importance of planning and review to successful task delivery		Creates comprehensive plans to increase the chances of successful delivery
Is less structured and methodical in approach		Adopts a structured and systematic approach to tasks
No evidence of contingency planning for changing circumstances/unforeseen issues. Fails to proactively assess and manage risk to delivery		Includes detailed contingency plans for delivery. Anticipates and mitigates risk to plans
Shows limited ability/willingness to flax and deviate from the plan in the light of new information/ circumstances		Quick to rethink/reformulate plans in the light of new information/unforeseen events
Fails to establish clear priorities therefore does not manage self/use own time as effectively as they could		Manages self and own time effectively by being clear on priorities
Fails to manage conflicting demands on time – lets real priorities slip or becomes overloaded		Able to (re)prioritise and juggle priorities on the basis of new information/changing circumstances
Is wasteful with resources or does not deliberately plan resources based on anticipated returns		Manages resources effectively – considering where to best place resources to generate maximum value
No clear structure/process evident for managing progress /measuring performance to time, budget and quality		Puts clear structures and processes in place for monitoring/managing progress to time, budget & quality
Loses cool when things do not progress as expected – increases effort without tackling the source of the issue or checking the expected return on the increase in effort		Responds calmly when things go off track. Creates time to take stock and review when feeling under pressure to respond and deliver
May move onto the something new prior to completing the task in hand		Sees things through to completion

Summary of evidence: _____ **Rating (1–5):** _____

3. Resilience

Remains calm and maintains a positive attitude when faced with difficult circumstances. Thrives under pressure, remaining focused despite distractions. Quickly recovers from setbacks.

Why this matters for Receptionists: Difficult callers, queue pressure during peak hours, sustained 'front of house' presentation across full shifts. Customer Service Standard 'right first time' implies sustained accuracy under volume. The reception desk has no off-stage time.

Describe a situation where you felt that the demands being placed on you were unreasonable/excessive

- What did you do to help manage the pressure of the demands?
- How successful were you? How do you know (feedback)?
- What was the impact on your performance?
- How did you minimise any negative impact on your performance?
- With hindsight what have you done differently when faced with demanding/pressurised situations?

Tell me about a crisis (at work) you have handled recently.

- What caused it?
- What did you need to do to resolve it?
- How were you feeling at the time?
- How did you manage your emotions? How effective were you?

Give me an example of a significant setback that you have experienced in your role/career to date.

- How did this come about?
- What did you do? Why?
- To what extent were others aware of your feelings?
- How do you feel about the situation now?
- What would have helped you to pick yourself up more quickly?

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
Becomes ruffled or emotional when under pressure – loses control when under stress		Remains calm and collected in difficult circumstances. Keeps control in stressful situations
Takes eye off the ball and can become distracted/ preoccupied when under pressure to the detriment of performance		Maintains performance under pressure. Indeed thrives in pressurised situations
Uses a limited range of coping strategies or maladaptive coping strategies when under pressure (e.g. poor diet and little exercise)		Adopts a range of effective coping strategies to deal with pressure (e.g. manages symptoms, re-frames, tackles the source)
Fails to consider or spot signs of pressure in self		Recognises signs of stress/pressure in self
Gives up easily – does not show tenacity when faced with setbacks		Persists with a course of action despite setbacks – shows tenacity in the pursuit of goals
Tends to dwell on disappointments or setbacks which can interfere with focus and performance		Remains a positive outlook in the face of setbacks and disappointments – sees them as an inevitable part of the process. Learns and moves on
Loses focus when under pressure		Maintains focus when under pressure
Focuses on the wrong things – gets caught up in distractions and loses focus/attention		Manages distractions in the working environment and keeps self focused on performance goals

Summary of evidence: _____ **Rating (1–5):** _____

4. Dependability

Conscientious and thorough in their approach to work, delivering what they promise to the necessary standard. Behaves in line with the organisation's values and ethical principles.

Why this matters for Receptionists: Reliability is critical — the desk must always be staffed and consistent in standard. Cash, keys, access integrity matter in many contexts (medical, hospitality, property reception). Standards name 'professionalism, takes responsibility'. Short absences leave visible gaps.

At times we all fail to deliver what's required or struggle to keep our motivation to see things through to completion. Describe a time when this has happened to you?

- Why were you unable to deliver/what caused you to lose motivation?
- How did you feel?
- What did you do to try to overcome the problem?
- What feedback did you receive? What did you learn?
- What have you done to prevent the same situation occurring?

Give an example of a time when you've had to compromise on quality in order to get a task completed on time?

- How did you feel about the compromise on quality?
- What were the issues that you anticipated as a result of this?
- What did you do to address these issues? Who did you consult/inform?
- Can you describe a time when you have not been prepared to compromise on quality/standards and have pulled out all of the stops to deliver to expectation?

Day-to-day, how do you monitor the quality/standard of your work?

- What measures are in place to allow you to do this?
- How useful is the information from the measures?
- How have you used the feedback to assist you in providing and maintaining high quality/standards in your work?

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
Lacks personal accountability – prepared to let things slip or leave issues unresolved where this would require additional/discretionary effort		Takes personal accountability for performance and shows tenacity and commitment in the pursuit of goals. Works hard to self-motivate and maintain motivation
Quickly loses focus/enthusiasm or energy for a project/ activity when the going gets tough		Shows determination to see things through to completion. Remains focused on the task in hand when the going gets tough
Is prepared to cut corners to meet deadlines (or lets deadlines slip in the pursuit of perfection) – no evidence of weighing up the needs by context/ circumstances		Appreciates the balance between delivering to time and delivering to quality standards and consciously works to get the balance between these right
May not deliver on commitments – may over promise or under deliver. Trivialises the importance of delivery and honouring commitments to others		Delivers what they commit to – can be relied upon to deliver on promises
Is focused on quantity rather than quality of output. Completes tasks to tick the box rather than to ensure that quality standards are adhered to		Is focused on standards and quality of output
No evidence of measuring/assessing the quality of outputs either via formal or informal measures		Keeps a check on the quality and standards of work via formal and informal checks and measures
Is prepared to stand by rather than challenge behaviour that is not in line with organisational values. In doing so pays lip service to the values		Is prepared to put self out and challenge behaviour that is not aligned to the values of the business. Takes the values seriously and can make the link between the values and the success of the business

Cannot articulate the organisations values or give examples of how they have role modelled the values through their own behaviour

Seeks to role model the organisations values in all that they do – can provide clear examples of how the values have driven decisions/behaviour

Summary of evidence: _____ **Rating (1–5):** _____

5. Collaborative Working

Looks to understand others' perspectives and objectives. Respects different styles/approaches, whilst adapting their own style to enable them to work effectively with others.

Why this matters for Receptionists: Sits between visitors and the rest of the organisation. Named across all standards. Smooth handover to colleagues, escalation pathways, knowledge sharing. Reception works because the team works.

Tell me about a time when you proactively sought the views of/engaged others to resolve a business issue.

- How did you ensure that the right people were engaged?
- How did you demonstrate that you had understood their views?
- How did their input inform and shape the final decision?
- What feedback did you receive?
- With hindsight, what might you do differently next time?

Describe a situation where your personal views/objectives were at odds with the team/key people around you?

- How did you react?
- How did you demonstrate you understood/respected their perspective whilst being clear about your own?
- What was the outcome?
- What did you learn about how best to engage with others?

Describe a situation where you have had to work hard to really understand the perspective of another person?

- What was the reason for the lack of understanding?
- What made it difficult to gain this understanding/get under the skin?
- How did you manage this?
- How have applied the learning from this situation to enhance your interactions with others?

NEGATIVE INDICATORS	1 · 2 · 3 · 4 · 5	POSITIVE INDICATORS
Fails to engage and seek the views of others. Is more directive in approach and therefore may gain compliance rather than commitment to action/ideas		Proactively seeks the views and opinions of others when dealing with business issues – adopts a more collaborative/democratic approach to problem solving
Seeks to be seen to engage rather than actually demonstrating that they have heard the views and ideas of others (e.g. by adjusting their path or shifting their perspective in the light of the information gleaned)		Listens carefully to the thoughts and ideas of others and demonstrates that they have listened to and heard their views (e.g. by shifting own perspective in the light of the information given)
Adopts a “my way or the highway approach” – has strong views and may be less respectful of counter views or arguments		Shares own ideas/opinions willingly whilst recognising and respecting the views and opinions of others

Fails to manage conflict/divergent views or styles and approaches		Effectively manages conflict and potentially divergent views to get positive outcomes for all parties. Appreciates the need to work with others with different styles and approaches to their own
Seeks to be understood rather than truly understand the needs/objectives and perspectives of others. Transmits own views rather than questions to better understand		Takes steps to really understand the goals and objectives of others
Adopts a one style fits all approach. No evidence of adjusting/adapting style based on the needs of the situation and audience		Adapts style effectively based on understanding of the needs and objectives of others
No evidence of reflecting on the impact of their own style or of considering how they might be contributing to the breakdown of working relationships		Aware of the impact of own style on others and the need to check out assumptions they make about others and their style of working/needs/preferences

Summary of evidence: _____ **Rating (1–5):** _____