



## FRONT DESK EXECUTIVE PLAYBOOK

JD | SOPs | Policies | Registers | Formats (One-PDF)

**Use:** This playbook is a controlled internal document for Swara Group. Front Desk Executive must follow the Authority and Escalation discipline: if an approval is not in writing (email/ERP/WhatsApp screenshot attached), it is treated as NOT approved. This playbook supports Phase 0-11 delivery by ensuring reception discipline, visitor control, communication routing, hospitality support, and document movement are handled in a professional and auditable manner.

Document Details	Value
Role Code	FD-EXEC
Version	v2.0
Applies To	HO Front Desk   Site Office Front Desk (if designated)
Prepared For	Swara Group   HO (1) + Sites (5)
Controlled By	Front Desk & Admin Manager / PM-HO / HR

## Index

This document is structured for quick navigation. All SOPs, Policies, Registers, and Formats use unique codes.

Section	Contents
1	Role Overview & Reporting
2	Job Description (JD) - In Depth
3	Phase 0-11 Responsibility Map (Front Desk)
4	SOP Index (FD-SOP-01 to FD-SOP-12)
5	Policies Index (FD-POL-01 to FD-POL-10)
6	Registers Index (FD-REG-01 to FD-REG-12)
7	Formats/Templates Index (FD-FMT-01 to FD-FMT-15)
8	30-60-90 Day Onboarding Plan + KPI Scorecard

## SOP Index

Code	SOP Title
FD-SOP-01	Front Desk Opening & Desk Readiness
FD-SOP-02	Visitor Management, Badge Issue & Host Confirmation
FD-SOP-03	Inbound Calls, Message Recording & Email Triage Support
FD-SOP-04	Meeting Room Booking & Hospitality Coordination
FD-SOP-05	Interview Candidate Handling & HR Coordination
FD-SOP-06	Courier / Parcel Receipt & Handover Control
FD-SOP-07	Inward / Outward Register & Original Document Caution
FD-SOP-08	VIP / Authority / Client Visit Protocol
FD-SOP-09	Daily Communication Log & Shift / Security Handover
FD-SOP-10	Lost & Found, Keys & Access Card Support
FD-SOP-11	Reception Incident Handling (Misbehavior / Theft / Emergency)
FD-SOP-12	Confidentiality, Desk Hygiene & Data Privacy Discipline

## Policies Index

Code	Policy Title
FD-POL-01	Front Desk Professional Conduct & Grooming
FD-POL-02	Visitor Access Control Policy
FD-POL-03	Reception Coverage & Break Discipline Policy
FD-POL-04	Call, Email & WhatsApp Communication Policy
FD-POL-05	Meeting & Hospitality Etiquette Policy
FD-POL-06	Original Document & Parcel Handling Policy
FD-POL-07	Candidate / Interview Handling Policy
FD-POL-08	Confidentiality & Data Privacy Policy
FD-POL-09	Incident Escalation & Zero-Tolerance Conduct Policy
FD-POL-10	Desk Appearance, Cleanliness & Brand Standards

## Registers Index

Code	Register Title
FD-REG-01	Visitor Register (In / Out)
FD-REG-02	Visitor Badge Issue / Return Register
FD-REG-03	Call Log Register
FD-REG-04	Message Slip & Follow-up Log
FD-REG-05	Meeting Room Booking Register
FD-REG-06	Interview Candidate Register
FD-REG-07	Courier / Parcel Receipt Register
FD-REG-08	Outward Dispatch Register
FD-REG-09	VIP / Authority Visit Log
FD-REG-10	Lost & Found Register
FD-REG-11	Key / Access Card Register
FD-REG-12	Incident Register (Reception)

## Formats / Templates Index

Code	Format Title
FD-FMT-01	Front Desk Opening Checklist
FD-FMT-02	Visitor Pass / Badge Slip
FD-FMT-03	Message Slip
FD-FMT-04	Meeting Room Booking Request
FD-FMT-05	Hospitality Request Slip
FD-FMT-06	Interview Candidate Check-in Sheet
FD-FMT-07	Courier Handover Slip
FD-FMT-08	Outward Dispatch Approval Note
FD-FMT-09	VIP Visit Intimation Template
FD-FMT-10	Lost & Found Report Form
FD-FMT-11	Incident Report Form (Reception)
FD-FMT-12	Key / Access Card Issue-Return Form
FD-FMT-13	Front Desk Handover Note
FD-FMT-14	Daily Front Desk MIS
FD-FMT-15	Denied Entry / Visitor Escalation Note

## 1. Role Overview & Reporting

Role: **Front Desk Executive**. Primary purpose: act as the first professional point of contact for visitors, callers, candidates, vendors, and internal staff while maintaining complete reception control, visitor safety discipline, meeting room readiness, and auditable communication records.

### Reporting

- Reports to: Front Desk & Admin Manager (primary).
- Dotted-line coordination: HR Executive (interviews/onboarding), PM-HO (VIP/authority visits), Legal/Admin Executive (document movement).
- Works with: Security, Housekeeping, IT/ERP Coordinator, Sales/CRM, Accounts, Project teams.

### Authority Boundaries (Do / Don't)

Boundary	Definition
Can Do	Maintain visitor logs, issue badges, book meeting rooms, route calls/messages, raise incident alerts, collect courier proofs, and maintain front desk registers.
Cannot Do	Allow access without host confirmation, commit on pricing/payment/legal matters, dispatch originals without approval, or share confidential information externally.
Must Escalate	Unauthorized visitor attempts, abusive behavior, suspicious parcels, lost badges/keys, data leakage risk, and safety emergencies.

## 2. Job Description (JD) - In Depth

Field	Details
Role Title	Front Desk Executive
Location	HO Front Desk / Assigned Site Office Front Desk
Employment Type	Full-time
Core Responsibilities	Visitor registration and host confirmation; badge issue/return; call routing and message recording; meeting room scheduling; hospitality support; courier/parcel receipt and outward support; interview candidate coordination; front desk cleanliness and brand presentation; incident reporting and escalation support.

### Daily / Weekly / Monthly Cadence

- **Daily:** reception opening checklist, visitor log, meeting room readiness, call/message handling, courier handovers, end-of-day badge reconciliation and handover note.
- **Weekly:** stock check for passes/stationery, lost-and-found review, meeting room supplies review, visitor log audit with manager.
- **Monthly:** incident summary, visitor trend summary, support audit for badge loss/violations, guest experience improvement suggestions.

### Skills & Competencies

- Professional communication and greeting etiquette
- Strong discipline in logs/registers and follow-up
- Basic MS Office/Google Sheets; email discipline
- Calm handling of difficult visitors/callers
- Confidentiality mindset and escalation judgment

### KPIs (Performance Scorecard)

KPI	Target / Measurement
Visitor Control	100 percent visitor entries updated same day; unauthorized entry incidents = 0
Badge Control	Daily badge reconciliation complete; lost badges immediately escalated
Call / Message Discipline	Critical messages passed within 15 minutes and closure recorded
Meeting Support	Room ready before start time for 100 percent scheduled meetings
Guest Experience	Professional reception, zero justified complaints on behavior or responsiveness

### 3. Phase 0-11 Responsibility Map (Front Desk Executive)

Front Desk Executive supports controlled communication, visitor movement, records, and stakeholder experience across all project phases.

Phase	Front Desk Executive Responsibilities
Phase 0 - Governance	Set up reception contact lists, visitor badge system, meeting room schedule, phone directory, emergency contacts, and front desk registers.
Phase 1 - Due Diligence	Receive consultants/owners/authorities, route documents inward, maintain appointment logs, and support interview/meeting coordination.
Phase 2 - Feasibility	Support internal and external meetings, hospitality, quotation meeting schedules, and message tracking for decision-makers.
Phase 3 - Consensus	Manage society/member meeting visitors, attendance support, notice handover acknowledgements, and meeting room discipline.
Phase 4 - Agreements	Support signing-day visitor flow, witness/courier tracking, original movement caution, and host confirmation discipline.
Phase 5 - Design Freeze	Coordinate consultant meetings, drawing review room readiness, and maintain inward records for submissions/returns.
Phase 6 - Approvals / RERA	Track courier receipts/PODs, authority visit logs, and reception support for liaison visits.
Phase 7 - Vacate / Transit	Record stakeholder visits/calls, route notices/messages, and maintain issue escalation logs.
Phase 8 - Demolition	If at site office, maintain vendor/visitor log and assist security with controlled entry.
Phase 9 - Execution	Support client/authority/consultant site or HO visits, maintain inspection appointment logs, and escalate any front desk incidents.
Phase 10 - Sales / Completion	Manage customer helpdesk token or visitor flow during launches/possessions; coordinate hospitality and appointment routing.
Phase 11 - DLP / Post-Handover	Receive complaints/visits, record and route to CRM/QA, maintain acknowledgement and escalation logs.

## FD-SOP-01 | Front Desk Opening & Desk Readiness

**Purpose:** Ensure reception is clean, staffed, and ready before business starts.

### Step-by-step:

- 1 Arrive before opening time and check cleanliness, signage, AC/lights, visitor forms, badges, and desk supplies.
- 2 Review day calendar: meetings, interviews, VIP/authority visits, deliveries, and expected guests.
- 3 Test phone, internet/email access, printer/scanner, and meeting room availability board.
- 4 Inform Admin Manager of any readiness gap immediately.

### Controls (non-negotiable):

- Reception must never open late without escalation.
- Badge stock, pens, visitor slips, and emergency contacts must always be available.

**Evidence / Output:** Opening checklist signed; exceptions logged in front desk handover note.

## FD-SOP-02 | Visitor Management, Badge Issue & Host Confirmation

**Purpose:** Allow only approved visitors and maintain auditable logs.

### Step-by-step:

- 1 Ask visitor name, mobile, organization, purpose, and person-to-meet.
- 2 Check appointment or call host for confirmation before allowing entry.
- 3 Issue visitor badge; record in-time; guide waiting area or escort per policy.
- 4 Capture out-time and collect badge before visitor leaves.

### Controls (non-negotiable):

- No visitor enters without host confirmation except courier at reception.
- Lost/unreturned badge must be escalated same day.

**Evidence / Output:** Visitor register + badge issue/return register.

## FD-SOP-03 | Inbound Calls, Message Recording & Email Triage Support

**Purpose:** Route calls and urgent messages quickly and professionally.

### Step-by-step:

- 1 Answer within 3 rings with standard greeting.
- 2 Record caller details, purpose, and callback number if transfer not possible.
- 3 Forward critical emails/messages to concerned owner and mark follow-up time.
- 4 Log unresolved messages and close after confirmation from recipient.

### Controls (non-negotiable):

- No commitments on pricing, discounts, payments, or legal matters.
- Escalate abusive or threatening calls immediately to HR/PM-HO.

**Evidence / Output:** Call log + message slip log + email forward evidence.

## FD-SOP-04 | Meeting Room Booking & Hospitality Coordination

**Purpose:** Maintain professional meeting experience for internal and external guests.

### Step-by-step:

- 1 Reserve meeting room in calendar; note equipment and hospitality needs.
- 2 Prepare room 10 minutes early with water, notepad, seating, projector if requested.
- 3 Coordinate tea/coffee/snacks with pantry/vendor as per approved protocol.
- 4 After meeting, reset room, collect waste, and note damages/issues.

### Controls (non-negotiable):

- No double-booking; conflicts escalated immediately.
- Special hospitality expense requires manager approval.

**Evidence / Output:** Meeting room booking register + hospitality slip.

## FD-SOP-05 | Interview Candidate Handling & HR Coordination

**Purpose:** Create a smooth and professional candidate experience.

### Step-by-step:

- 1 Receive interview schedule from HR; keep candidate sheet ready.
- 2 Check-in candidate, issue temporary pass if needed, and inform HR/interviewer.
- 3 Guide candidate to waiting area/meeting room; manage basic hospitality.
- 4 Mark attendance and note no-shows/late arrivals.

### Controls (non-negotiable):

- Candidate documents or salary discussions are not to be handled beyond HR instructions.
- No candidate should wait without HR update beyond reasonable time; escalate after 15 minutes.

**Evidence / Output:** Candidate check-in sheet + message/update log.

## FD-SOP-06 | Courier / Parcel Receipt & Handover Control

**Purpose:** Protect incoming deliveries and ensure handover traceability.

### Step-by-step:

- 1 Receive parcel/courier, note sender, receiver, subject/brief, and condition.
- 2 Record in courier receipt register; obtain signature on handover.
- 3 For sensitive items, inform intended owner immediately and store safely until pickup.
- 4 For suspicious parcel, do not open; escalate to Admin Manager/Security.

### Controls (non-negotiable):

- No parcel handed over without recipient/authorized person signature.
- Suspicious parcel handled as incident.

**Evidence / Output:** Courier receipt register + handover slip.

## FD-SOP-07 | Inward / Outward Register & Original Document Caution

**Purpose:** Maintain full traceability for documents moving through reception.

### Step-by-step:

- 1 Stamp inward date/time; record sender/receiver/subject and handover signature.
- 2 For outward documents, verify approval note and dispatch mode.
- 3 Capture tracking number/POD and update register after delivery.
- 4 Scan critical originals before dispatch if instructed by owner.

### Controls (non-negotiable):

- No original dispatched without approval trail.
- POD must be filed/updated within 48 hours.

**Evidence / Output:** Inward register + outward register + POD tracker.

## FD-SOP-08 | VIP / Authority / Client Visit Protocol

**Purpose:** Handle important visitors with priority and protocol.

### Step-by-step:

- 1 Receive pre-intimation with visitor names, host, parking, and room details.
- 2 Ensure host is alerted before visitor arrival; keep meeting room ready.
- 3 Coordinate visitor parking/security as needed; maintain discreet professionalism.
- 4 Document arrival/departure and any special notes.

### Controls (non-negotiable):

- No unauthorized photography or document viewing by visitors.
- Escalate unannounced authority visit immediately.

**Evidence / Output:** VIP/authority visit log + host confirmation message.

## FD-SOP-09 | Daily Communication Log & Shift / Security Handover

**Purpose:** Ensure continuity between shifts and after-hours security.

### Step-by-step:

- 1 End of day, note pending visitors, expected early meetings, courier issues, lost badges, and incidents.
- 2 Handover keys/cards status and pending messages to next shift or security.
- 3 Ensure reception desk is clean, logs closed, and phones redirected if applicable.

### Controls (non-negotiable):

- Handover note mandatory on every working day.
- Any unresolved visitor/incident issue must be highlighted in red/priority.

**Evidence / Output:** Front desk handover note + security sign-off.

## FD-SOP-10 | Lost & Found, Keys & Access Card Support

**Purpose:** Control small assets and trace ownership of found/lost items.

### Step-by-step:

- 1 Record found item with date, place, finder, and description.
- 2 Store in secure place and inform Admin Manager/HR if employee-related.
- 3 For key/access cards, maintain issue-return register and temporary issuance if approved.
- 4 Close register only after claimant signature and identity confirmation.

### Controls (non-negotiable):

- No item released without claimant acknowledgment.
- Missing access card must be reported immediately for security action.

**Evidence / Output:** Lost & found register + key/access card register.

## FD-SOP-11 | Reception Incident Handling (Misbehavior / Theft / Emergency)

**Purpose:** Respond fast and safely to front-desk incidents.

### Step-by-step:

- 1 Stay calm, protect people first, and alert security/manager.
- 2 Record who/what/where/when; preserve CCTV timing and witness details.
- 3 Do not argue or physically intervene beyond safety needs unless trained/required.
- 4 File incident report within same day and support closure actions.

### Controls (non-negotiable):

- Immediate escalation for violence, theft, medical event, or suspicious activity.
- Evidence preservation is mandatory.

**Evidence / Output:** Incident report + incident register + CCTV reference.

## FD-SOP-12 | Confidentiality, Desk Hygiene & Data Privacy Discipline

**Purpose:** Maintain a clean desk and protect sensitive information.

### Step-by-step:

- 1 Do not leave visitor lists, passwords, IDs, or confidential papers exposed.
- 2 Clear desk before breaks and at closing; lock sensitive papers.
- 3 Do not discuss private matters of employees/customers/vendors at reception.
- 4 Dispose printed waste through controlled shredding if sensitive.

### Controls (non-negotiable):

- Reception is a public-facing zone; confidentiality rules apply strictly.
- No OTP/password request or storage by front desk.

**Evidence / Output:** Desk audit notes; confidentiality breach escalation if any.

## **FD-POL-01 | Front Desk Professional Conduct & Grooming**

- Formal and neat appearance mandatory during duty hours.
- Use standard greeting and polite language with every visitor/caller.
- No eating, gossiping, loud phone use, or personal disputes at reception.

## **FD-POL-02 | Visitor Access Control Policy**

- Visitor entry only after host confirmation and log entry.
- Badge must be worn visibly by visitor if applicable.
- Denied entry cases must be recorded with reason and escalation if conflict arises.

**FD-POL-03 | Reception Coverage & Break Discipline Policy**

- Reception desk must never remain unattended during working hours.
- Breaks are staggered or covered by authorized substitute.
- Repeated late opening or unattended desk is a disciplinary issue.

**FD-POL-04 | Call, Email & WhatsApp Communication Policy**

- Critical messages must be routed within 15 minutes.
- No business commitments, quotes, discounts, or legal statements from front desk.
- Screenshots/approval proof retained for sensitive communication.

**FD-POL-05 | Meeting & Hospitality Etiquette Policy**

- Meeting room must be ready before time with clean setup.
- Hospitality must remain within approved standards and budget.
- Guest complaints must be logged and corrected immediately.

**FD-POL-06 | Original Document & Parcel Handling Policy**

- No original document may be dispatched or released without approval trail.
- Sensitive packets are stored safely until acknowledged by intended owner.
- Courier POD must be tracked and filed within 48 hours.

**FD-POL-07 | Candidate / Interview Handling Policy**

- Candidate data is confidential and routed only through HR.
- No verbal promise on salary/selection/joining from front desk.
- Delays beyond 15 minutes must be updated to candidate via HR/interviewer.

**FD-POL-08 | Confidentiality & Data Privacy Policy**

- Do not disclose employee, customer, vendor, or visitor information without authorization.
- Confidential papers are not left visible at desk.
- Passwords, OTPs, IDs, or access credentials must never be requested or shared.

**FD-POL-09 | Incident Escalation & Zero-Tolerance Conduct Policy**

- Harassment, abusive behavior, threats, theft, or safety risks require immediate escalation.
- Zero tolerance for concealment of incidents or evidence loss.
- Written incident report required within same day.

**FD-POL-10 | Desk Appearance, Cleanliness & Brand Standards**

- Desk, waiting area, and visible front office zone must remain clean and brand-ready.
- Signage, brochures, and stationery are arranged neatly.
- Daily closing includes desk reset and clutter-free presentation for next day.

## 6. Registers - One-by-One

Each register below is mandatory. Entries must be updated same day, signed/closed where required, and available for audit.

### FD-REG-01 - Visitor Register

**Mandatory Columns:** Date, Visitor Name, Mobile, Company, Purpose, Host, In-Time, Out-Time, Badge No., Remarks

### FD-REG-02 - Visitor Badge Issue / Return Register

**Mandatory Columns:** Date, Badge No., Visitor Name, Host, Issue Time, Return Time, Collected By, Remarks

### FD-REG-03 - Call Log Register

**Mandatory Columns:** Date/Time, Caller Name, Mobile, Purpose, For Whom, Action Taken, Closure Time, Closed By

### FD-REG-04 - Message Slip & Follow-up Log

**Mandatory Columns:** Date/Time, From, Message, To, Priority, Follow-up Due, Status, Closed By

### FD-REG-05 - Meeting Room Booking Register

**Mandatory Columns:** Date, Time Slot, Room, Host, Attendees, Requirements, Hospitality, Status

### FD-REG-06 - Interview Candidate Register

**Mandatory Columns:** Date, Candidate Name, Position, HR Contact, In-Time, Interviewer, Out-Time, Remarks

### FD-REG-07 - Courier / Parcel Receipt Register

**Mandatory Columns:** Date, Sender, Receiver, Description, Tracking No., Received By, Handed To, Signature

### FD-REG-08 - Outward Dispatch Register

**Mandatory Columns:** Date, To, Subject, Mode, Tracking No., Approved By, Dispatched By, POD Received

### FD-REG-09 - VIP / Authority Visit Log

**Mandatory Columns:** Date, Visitor Name, Designation, Company/Dept, Host, Purpose, Arrival, Departure, Notes

### FD-REG-10 - Lost & Found Register

**Mandatory Columns:** Date, Item Description, Found At, Found By, Stored At, Claimed By, Claim Date, Signature

### FD-REG-11 - Key / Access Card Register

**Mandatory Columns:** Date, Key/Card ID, Issued To, Purpose, Issue Time, Return Time, Approved By, Remarks

### FD-REG-12 - Incident Register (Reception)

**Mandatory Columns:** Date/Time, Incident Type, Location, Description, Evidence Ref, Escalated To, Action Taken, Closure Date

## 7. Formats / Templates - One-by-One

Use these formats as controlled templates. Replace blank lines/fields only; do not change code names without approval.

### **FD-FMT-01 - Front Desk Opening Checklist**

**Key Fields:** Date, Opened By, cleanliness, badges/forms, systems check, meeting list, issues.

### **FD-FMT-02 - Visitor Pass / Badge Slip**

**Key Fields:** Visitor name, company, purpose, host, date, time, badge no., signature.

### **FD-FMT-03 - Message Slip**

**Key Fields:** Date/Time, caller/visitor name, contact, message, for whom, urgency, taken by.

### **FD-FMT-04 - Meeting Room Booking Request**

**Key Fields:** Date, time, room, host, attendees, equipment, hospitality, approval if special.

### **FD-FMT-05 - Hospitality Request Slip**

**Key Fields:** Meeting ref, tea/coffee/snacks qty, time, requested by, approval.

### **FD-FMT-06 - Interview Candidate Check-in Sheet**

**Key Fields:** Date, candidate name, position, HR contact, interviewer, arrival, remarks.

### **FD-FMT-07 - Courier Handover Slip**

**Key Fields:** Date, parcel details, receiver, handover time, signature.

### **FD-FMT-08 - Outward Dispatch Approval Note**

**Key Fields:** Document name, receiver, reason, mode, approval, scan attached Y/N.

### **FD-FMT-09 - VIP Visit Intimation Template**

**Key Fields:** Visitor names, designation, host, timing, room, parking/security note.

### **FD-FMT-10 - Lost & Found Report Form**

**Key Fields:** Item description, found location, finder, photo ref, storage location, closure.

### **FD-FMT-11 - Incident Report Form (Reception)**

**Key Fields:** Date/time, incident type, persons involved, description, evidence, action, escalation.

### **FD-FMT-12 - Key / Access Card Issue-Return Form**

**Key Fields:** Key/card ID, issue to, purpose, approved by, issue time, return time.

### **FD-FMT-13 - Front Desk Handover Note**

**Key Fields:** Pending issues, expected visitors, lost badges, courier pending, incidents.

### **FD-FMT-14 - Daily Front Desk MIS**

**Key Fields:** Visitor count, calls handled, meetings supported, courier stats, incidents, remarks.

### **FD-FMT-15 - Denied Entry / Visitor Escalation Note**

**Key Fields:** Visitor details, reason denied, host contacted, escalation, outcome.

## 8. 30-60-90 Day Onboarding Plan + KPI Scorecard

**Day 1-30:** Learn greeting protocol, visitor system, meeting room coordination, call/message discipline, and all mandatory registers. Shadow Front Desk & Admin Manager for escalations and VIP handling.

**Day 31-60:** Independently manage front desk, close courier/POD loops, maintain zero unattended desk incidents, and improve meeting support quality.

**Day 61-90:** Run reception independently, train backup support if assigned, identify improvement ideas for guest experience, and maintain clean MIS reporting.

KPI	Target	Weight
Visitor Register Accuracy	100 percent same-day entries	20%
Badge / Access Control	Zero unauthorized entry incidents	20%
Message & Call Discipline	Critical messages routed within 15 minutes	20%
Meeting Support Readiness	100 percent rooms ready before start	20%
Behavior / Professional Conduct	Zero justified complaint	20%

### Training Checklist (Tick mark on completion)

- Standard greeting and communication script
- Visitor log, badge issue and denied-entry process
- Meeting room booking and hospitality workflow
- Call log and message escalation discipline
- Courier/POD handling and original document caution
- Incident reporting, CCTV evidence note, and handover note preparation