HOW HOTELS ARE USING SIMULATION ROLE PLAY TO IMPROVE GSS RESULTS

THE OVERVIEW

The hospitality industry experienced a significant hit during the global pandemic creating a wave of staffing shortages. Hotels across the world were facing a whole new set of challenges with finding talent. Leaders had to start looking outside the hospitality industry to fill roles. With first-time talent entering the industry during a global staffing shortage on top of day-to-day challenges, finding time to dedicate to individual training becomes near impossible.

THE CHALLENGE

A 260 Guest Room West-Coast Marriott branded property was consistently receiving some of the **lowest Marriott Intent to Recommend scores** by check-in agents. With MIR scores dropping, putting their hotel at risk of losing their Marriott flag association, a change was needed and fast.

Putting the hotel at risk of losing their Marriott Flag Association

THE STRATEGY

While the required online training provided an opportunity to learn, it was missing a critical component - *Practice*. With two international students entering the hospitality industry for the first time, practice was that essential component to building communication skills, establishing confidence, and developing employees.

💡 THE SOLUTION

Consistent training was needed across all front office agents. With time being of the essence and a critical need for dedicated role-playing with each agent, the GM utilized technology. SalesBoost worked with the Hotel to **create custom learning journeys** focusing on Hospitality 101 and Fundamental Communication Skills. The General Manager layered SalesBoost training into each of the Guest Service Agents' training schedules. Dedicating just 30 minutes to an hour every week to interactive learning.

> "We are doing our digital learning for required Marriott training, but there just isn't enough practice. We are spread so thin, there isn't enough time for dedicated role play, now we are layering SalesBoost training to reinforce that service and practice component before they actually hit the desk." - General Manager

📈 THE RESULTS

The two Guest Service Agents with the lowest MIR scores saw a **14 and 21-point improvement** in just 45 days of implementing the SalesBoost training.

21	2x	30	45
Point MIR Increase	Courses per Month	Minutes per Week	Days until Results

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