

OPTIMIZING SERVICE CERTIFICATION



What is the Optimizing Service Certification?

The **Optimizing Service Certification Program** focuses on our frontline team members and leaders. The certification series is designed to equip hospitality operations professionals with the skills and proficiency required to excel in their roles. The program focuses on elevating service delivery and creating positive communication behaviors, with an emphasis on soft skills. The program is uniquely designed to accommodate the busy and changing schedules of hospitality frontline workers.

- 90-120 Day Skill Development Program
- 30 Minutes of Learning Time Per Week
- Learning Journeys Based on Focus Roles
- Focus on Communication, Confidence & Teamwork
- Opportunity to Explore and Self-Assign New Skills

By providing consistent skill development opportunities across all operations professionals, this program equips team members and leaders with a flexible foundation of skills.

74% of frontline staff feel disconnected from corporate.
-Speakap, 2023

Audience:



This program is suitable for all operation professionals including Front Desk Agents, Front Office Managers, General Managers and Operations leaders.

Time Requirements



- Program spans 90-120 days
- 30 minutes per week
- Self-driven with leader guidance



30-Minutes
per Week



Virtual /
Online



Interactive



Certification-
Based



Why focus on Operations Excellence?

Operations professionals play one of the most critical roles in the success of any organization, yet they are often the most overlooked when it comes to training and development. These individuals are the face of your establishment, and the impression they create has a direct impact on customer satisfaction and loyalty. According to Speakap, **frontline employees are 4.5x more likely to leave an organization** if they feel disconnected. This emphasizes the importance of offering all team members consistent learning and development opportunities to provide them with a reliable skill foundation for success in their prospective roles. Prioritizing the skills and proficiency of these employees is essential for several reasons:



First Impressions Matter: Frontline workers are often the first point of contact with guests. A positive first impression can lead to repeat business and positive word-of-mouth marketing.



Guest Experience: The quality of service provided by your frontline team directly influences the overall guest experience. Exceptional service can lead to higher guest satisfaction and loyalty.



Revenue Generation: Happy guests are more likely to spend more and return for future stays. Effective upselling and cross-selling techniques can boost revenue.



Brand Reputation: The behavior and communication of your frontline staff reflect your brand's reputation. Consistency in service delivery is key to maintaining a positive image.

Recommended Goals & Evaluation



- 100% Engagement throughout the Program
- 100% Course Completion
- 4-5 Certifications
- 30-60 Minutes of dedicated learning time per week

Optimizing Service Certification Program Overview

The program is designed to be flexible to span 90-120 days to fit into the hectic schedules of operations professionals. Each learner achieves 4-5 certifications, with a concentration dedicated to various aspects of service excellence. These certifications serve as a guarantee that participants will acquire a holistic grasp of the essential skills and behaviors crucial for success. By emphasizing positive communication skills related to *upselling, guest interactions, customer experience enhancement, and personal branding*, operations professionals are equipped to contribute to the success of an organization.

Optimizing Service Certification as an Onboarding Tool

This program is a great onboarding tool as it sets all operations team members up with foundational knowledge to be successful in their roles.

We recommend:

- Launch within the first 90 days of onboarding
- HR or L&D Directors to champion the tool during the onboarding process



How does it work?

Contact us today!

Reach out to your dedicated CX Manager or for new inquiries, please contact:

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The Most Advanced Skill Based Learning Platform



LEARNING

Micro-Learning courses on-demand, available on any device.

Relevant content **by role and experience level** - from sales to operations, leadership, personal development and much more!



SIMULATION

It's not only what you say, but **how you say it**. Real-life simulation scenarios to practice critical conversations using voice analysis technology.



RESULTS

Immediate feedback and coaching allows the learner to practice scenarios, which increases **knowledge retention and muscle memory** to boost performance and results.

What makes us **different?**

SalesBoost Is the only eLearning solution providing **on-demand role-play simulation to activate learning.**

ACTIVE LEARNING

It has been found that through the active learning process, skill decay is dramatically decreased, and LONG TERM RETENTION INCREASED.

TECH BASED ON SCIENCE

Our technology is based on The Neuroscience of Adult Learning: Active Learning, Micro-learning segments, Real-life scenarios, Practice and Reinforcement, Instant feedback.

DID WE MENTION WE HAVE A PATENT?

[Click here to read more about our patent](#)

LOW BARRIER TO ENTRY

We can start your teams in as little as one business day.
ACCELERATE THE ON-BOARDING PROCESS.

NON-HUMAN INTERFACE

SalesBoost is the only Non-human Interfaced coaching platform. That means, LOW COST, FAST IMPLEMENTATION, GREATER CUSTOMIZATION.

MUSCLE MEMORY

Muscle Memory = Better performance and improved results.
THE MORE YOU PRACTICE,
THE MORE YOU RETAIN.

ROLE-BASED LEARNING

When it comes to learning skills, we learn best and deepest through active experiences based on real-life situations.
YOU LEARN BEST BY DOING.

