

CASE STUDY #2

HOW HOTELS ARE USING ACCELERATED ONBOARDING TO IMPROVE GSS RESULTS



THE CHALLENGE

A Management Company was at risk of losing a portfolio of 10 hotels that were in the final phase of red zone performance allowance. These hotels are primarily located in the mid-west, Gen 1 Courtyard by Marriott properties, and **running 30 points lower than the standard Marriott GSS scores**. An immediate change was needed.

Putting the management company at risk of losing the portfolio of hotels and their Marriott Flag Association



SalesBoost, LLC
Advanced Skill-Based Simulation
Platform of the Year 2022 - USA

salesboost
for hospitality



THE SOLUTION

The Management company realized that a focused and consistent training strategy was needed for all front-line associates. With time being of the essence and a critical need to improve GSS, SalesBoost worked with a Hotel to **implement an accelerated skill-based training plan by role and focused on practice**. The General Manager layered SalesBoost training into each front-line associate's schedule. Dedicating just 30 minutes to an hour every week to focus on learning and practice. This a concerted change management strategy.

"In just 3 weeks, we have seen a 24 point improvement in GSS. We have moved from below brand standards to 4 points above the standard, acheiving 54 points for our GSS. Our internal communication between team members and departments has improved expenetially. We also had four (4) Guest Service Agents mentioned by name in guest surveys." - General Manager



THE RESULTS

Guest Service Agent confidence increased. The Hotel saw a **24-point improvement** in just 3 weeks of implementing the SalesBoost training.

24

**Point MIR
Increase**

2x

**Courses per
Week**

60

**Minutes per
Week**

3

**Weeks until
Results**