


BOOST
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CASE STUDY

The Continent Hotel Bangkok

Driving guest satisfaction and revenue through mobile learning

 Michelin Guide Bangkok listed Hotel, The Continent Hotel Bangkok, is located in the heart of the city with its 39-storey tower providing guests with unique views of the Thai capital. What guests don't see, though, are the dozens of service staff learning how to communicate in English, upsell and perform their daily duties via their mobile phone.

TOOLS :

 **BOOST VOICE**
BOOST UPSELL



THE PROBLEM

Like many top hotels in Thailand, The Continent Hotel in Bangkok operates in a world where social media and online travel sites allow guests to post their feedback to a much larger audience. This means that providing a consistently high level of service is vital especially in the competitive Bangkok market. Furthermore, the emergence of new tourism markets means that language – especially English – is of critical importance. However, the traditional, classroom-based learning that the hotel conducted was ineffective, time-consuming, expensive and disruptive. Employees would have to take time off work to attend classes, placing more strain on those who were left. A new way of teaching languages and service had to be found.

THE SOLUTION

The hotel turned to Boost, specifically two apps: Boost Voice and Boost Upsell. Boost Voice trains employees in English language skills using content specific to hotels and Boost Upsell trains employees on how to enhance a guest's stay. Both apps are available via mobile and allows the hotel's employees to learn at a time and place of their choosing. They also provide training courses that are consistent and of high quality.

THE RESULTS

Since the hotel started using Boost they have increased upselling revenue by 5% and have received positive online reviews on the quality of English language skills that their employees possess. This has also generated better relations with travel agents as they understand that the hotel staff can speak the language of their guests – if their guests are happy then they are happy. In addition to better guest feedback and increased upselling revenue, the hotel's employees are more confident and have acquired new skills that they will take with them throughout their careers.