

BOOST
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CASE STUDY

Moxy Hotel Osaka

Using mobile training to prepare for the international stage

 The Moxy Hotel in Osaka is a trendy lifestyle hotel, buzzing with tourists and business people, enjoying the hotel's grab-and-go snacks before spending the day sight-seeing. As the Rugby World Cup and Olympic Games approach, however, there is an increasing need to equip hotel employees with the language skills needed to communicate effectively with the expected influx of international guests – and provide the level of service that Moxy is known for.

TOOLS :

 **BOOST VOICE**



THE PROBLEM

Osaka is one of Japan's oldest and most famous cities and attracts thousands of local and international tourists a year, a number that would only increase with the forthcoming Rugby World Cup and Olympic Games over the next few years. In order to prepare for an influx of foreign visitors, the hotel needed to ensure its employees were able to communicate properly with their international guests.

THE SOLUTION

The young employees who make up much of the hotel's workforce are highly tech-savvy – like most Japanese – especially when it comes to mobile phones. The hotel looked to Boost to provide mobile language training courses in English through Boost Voice. This made sense to the hotel as its employees were more used to reading and learning from a screen than from a book, it also allowed them to learn anytime, anywhere so they were able to practice English in their free time.

THE RESULTS

Operations Manager Ms. Ami Yokomori has been learning English for four months through her mobile phone using the Boost Voice app. Learning on the bus on the way to work, during her lunch break and before bed her English language skills improved to the point that not only was she able to have longer, more in-depth conversations with guests but she even started upselling more. This is one example of how the employees at Moxy Hotel in Osaka have improved their language skills, their confidence and the hotel's bottom line.