

Driving revenue through Guest engagement

In order to hit ambitious new sales targets, a leading international hotel group needed to equip newly-appointed F&B managers to enhance the Guest experience in establishments across the U.S. Our custom-designed curriculum did just that.

TOOLS & FEATURES



Short, engaging video-based lessons



Curriculum design

CHALLENGE

Like countless others around the world, our client's hotels in the U.S. were actively looking for new ways to drive revenue. Given the brand's extensive footprint, an increase in Food and Beverage sales, even incrementally, would mean significantly improve their financial results.

The challenge was that a large number of middle management within the restaurants had recently moved across from banqueting and lacked the managerial knowledge and on-the-floor experience they needed. Lobster Ink was tasked with changing that.

SOLUTION

Driving Revenue Through Guest Engagement, a 15 lesson course, divided over 4 modules, was developed with leading subject matter experts. In partnership with our client's L&D team, Lobster Ink learning experts outlined the following key learning outcomes:

- Menu architecture
- Sales goals
- Achieving sale goals
- Coaching on results to ensure success

To deliver on these outcomes, we curated extensive upselling techniques, leadership training and product knowledge into a practical curriculum - the outputs of which could be applied

immediately. Each lesson was brought to life in concise high definition video, made to fit around the busy schedules of managers, and delivered on the Lobster Ink platform. In addition, theory assessments at milestone stages in the course tested the learners readiness and built their confidence to deliver superior Guest experiences.

RESULTS

The success of the training was measured using data from each establishment's POS systems and benchmarked against previous results for the same period.



Across managed hotels, the average F&B check increased by \$0.15 for every visitor.



The Bar average check went up \$0.06.



These incremental but significant revenue increases contributed to the participating hotels exceeding their targets.



Based on this proven ROI, Lobster Ink has since refreshed the Driving Revenue by Guest Engagement (DRGE) course to include interactive lessons and it is currently deployed to our client's learners on our [next-generation platform](#).