

# Inspiring greater Guest satisfaction in the bush

Wilderness Safaris operate luxury camps throughout Africa. Training their teams to deliver world-class service in such remote locations required thinking inside the box.

## TOOLS & FEATURES



Curriculum design



Offline solution



Learning Paths

## CHALLENGE

How do you teach luxury hospitality standards to people who've never experienced or even seen it?

The world's largest safari company, Wilderness Safaris operates over 70 luxury camps in 15 countries. Their workforce is primarily made up of locals who have little to no formal training yet are required to deliver luxury service to the highest international standards.

They enlisted our services to provide a training solution that not only empowered their team with new skills - but that would make a real difference to the Guest and solidify the brand's reputation as world-leaders in luxury bush experiences.

## SOLUTION

As the camps are located in remote regions, internet access is extremely limited. So we thought outside the box with a solution that lived inside one.

We created an offline version of our platform called a 'Lobster Box' and distributed them to each camp. In the box was a small computer that housed the learner experience and learner management functionality.

Also included was a fully-tailored content solution packed with practical knowledge and skills that landed core luxury service concepts. Because working in the bush can demand juggling various job roles, we also developed [Learning Paths](#) to meet learners at their level and provide specific training to help them fulfill their day-to-day duties.

Today, Wilderness Safaris remains one of Lobster Ink's longest-standing clients and, due to significant enhancements in local infrastructure, their learners have been invited to experience the full online version of our [next-generation platform](#). A valuable tool in improving both their own skills and the experience of every valued Guest.

## RESULTS



Our fully-tailored training solution has delivered standout returns across the business.



Over an 18 month period, our training solution showed a particular impact on Guest feedback as evidenced by the noticeable increase in their Net Promoter Score.

