



The Challenges of Training in Hospitality, Travel & Tourism

The failure of learning transfer in the hospitality, travel and tourism industries costs millions of dollars a year. Why?

- Employee turnover is extremely high, resulting in a constant need for training;
- Getting new employees up-to-speed takes time and can affect customer service and sales;
- Employees don't remember or operationalize what they learned when they were hired, resulting in higher meal comps, room comps and lost loyalty;
- Typical employee training isn't fun, effective or reinforced.

Make Axonify your permanent solution—we'll address these issues and more to save you millions!

Here's HOW and WHY Axonify works

Bite-Sized Reinforcement

Employees receive personalized training every day in the form of 2-3 targeted questions via computer, smartphone, laptop, POS or web-enabled time clock. Demonstrated knowledge gaps result in engaging, short training bursts. Questions are repeated over time to reinforce concepts and retention is measured every time. It takes less than a minute a day.

Gamified Learning

Axonify uses game mechanics to deliver questions in interesting, fun and effective ways. Games have been proven to not only increase employee participation in training, but accelerate their learning. Tell us what fits with your culture and employee demographic. With Axonify, you can customize training games and include specific rewards to motivate associates. When training is fun, employees want to learn.

Personalized Knowledge Map

No other e-learning solution offers a truly personalized experience allowing each employee to follow their own path. Axonify continually analyzes what every employee remembers, or not. For example, if Amy continually answers questions about dealing with an upset guest incorrectly, Axonify repeats questions on this subject until she demonstrates knowledge retention. If Jake continues to answer questions about workplace harassment correctly, Axonify advances him to more in-depth training on workplace violence.

Analytics & Reporting

Axonify is the only solution that lets you tie training activities to specific outcomes. Let us correlate participation levels and question success by person, location, job title – you name it– to what you're trying to achieve. Are you looking to mitigate an OSHA claim? Do you have a customer service problem at one location? Let us tie measurable levels of awareness to the specific issue that you're trying to address.

Let Us Tell You How We Help Our Customers:

- Increase actual knowledge retention from 48% to 98% after 5 iterations of questions
- Dramatically improve customer satisfaction levels
- Save \$8.5M in insurance claims, lawsuits and OSHA fines over 2.5 years

To find out more about how Axonify can drive knowledge retention and save you millions, visit www.axonify.com.