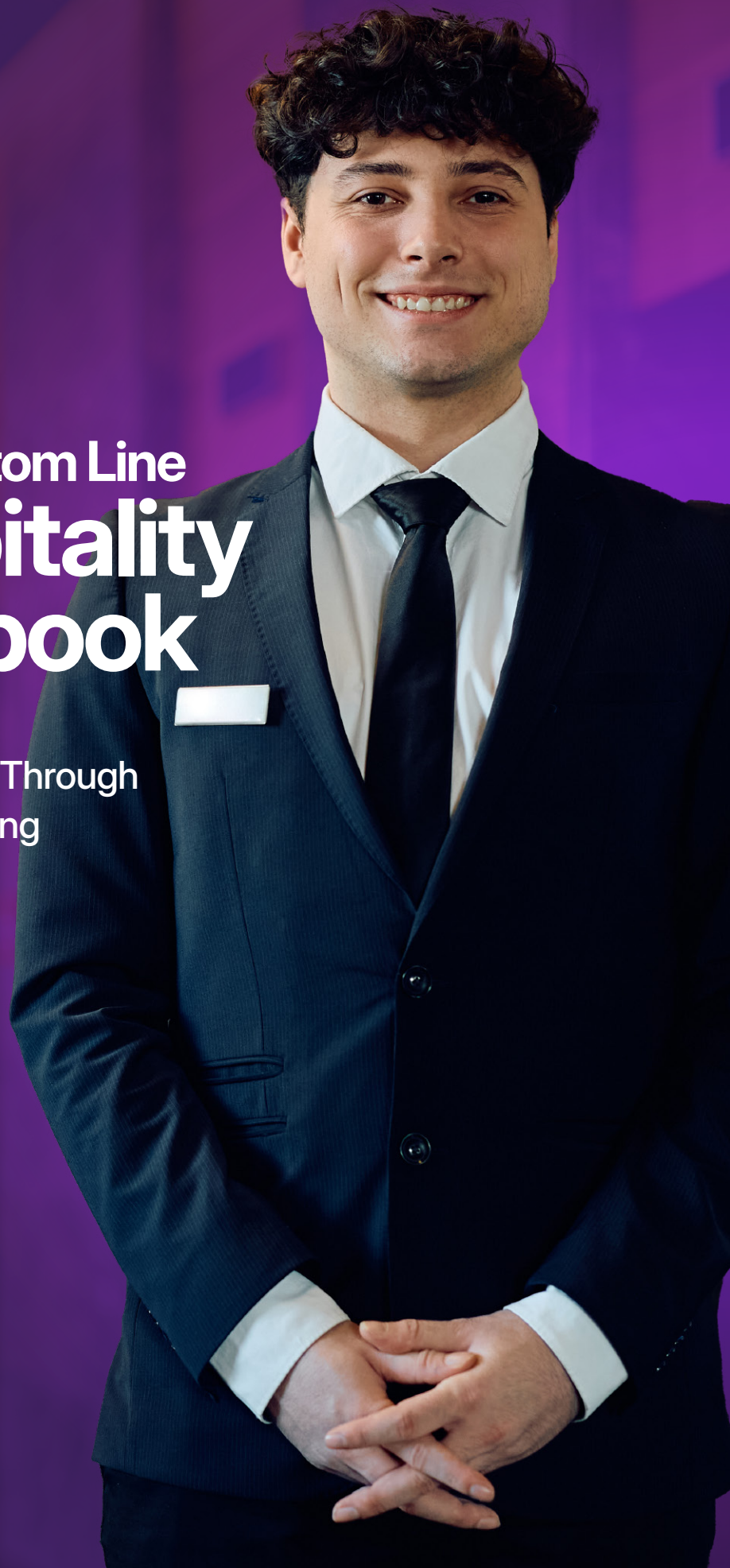




Boosting Your Bottom Line

The Hospitality L&D Playbook

Delivering Business Value Through
Targeted Hospitality Training



Introduction

In today's fiercely competitive hospitality industry, delivering exceptional guest experiences is the cornerstone of success. To achieve this, organizations must invest in their most valuable asset: their people. Learning and Development (L&D) is no longer a luxury but a strategic imperative to drive revenue, increase guest satisfaction, and foster employee engagement.

This guide offers actionable insights into how hospitality leaders can transform L&D into a profit center. Based on rigorous [data analysis conducted by Hobson & Company](#), a leading ROI research firm, in partnership with Schoox, we've identified key areas where L&D can deliver tangible results.

Discover how to:

- Accelerate employee onboarding and ramp-up time
- Enhance guest satisfaction and loyalty
- Improve operational efficiency and reduce costs
- Foster a high-performance culture

To provide additional context and depth, we've incorporated findings from the [Lighthouse Research & Advisory Frontline Development Trends Study](#). This research, conducted in partnership with Schoox, surveyed 737 employers and 1,050 frontline workers to uncover the critical challenges and opportunities facing today's organizations.

By aligning L&D with your hospitality goals, you can significantly enhance your bottom line. Let's explore effective L&D strategies to optimize your workforce and create unforgettable guest experiences.

Ready to elevate your hospitality business through exceptional people?





State of Frontline L&D

Hospitality

The hospitality industry is experiencing unprecedented challenges and opportunities. While known for its customer-centric focus, the sector is grappling with a severe talent shortage, high turnover rates, and evolving guest expectations. Frontline employees, the face of hospitality, are under immense pressure to deliver exceptional experiences.

A younger, tech-savvy workforce is entering the industry, but many hospitality organizations are struggling to provide the necessary training and development to equip employees for success. Our research indicates a significant gap between the critical role of frontline workers and the support they receive.

For example, only **52%** of hospitality workers feel invested in by their company, and just six in ten believe they have the right training to do

their jobs. Additionally, a mere **11%** of hospitality employers offer mobile training, limiting accessibility for a workforce often on the go. This lack of investment in employee development is hindering the industry's ability to retain talent, deliver exceptional guest experiences, and achieve long-term success.

To address these challenges, hospitality organizations must prioritize frontline L&D. By investing in employee development, creating clear career paths, and fostering a culture of learning, the industry can build a high-performance workforce capable of driving growth and profitability.

The following section will explore strategies to address these challenges and maximize the impact of L&D initiatives in the hospitality sector.

The Business Case for L&D

Hospitality

Schoox worked with H&C to explore these challenges and learn how hospitality industry leaders are responding. H&C conducted independent research consisting of in-depth interviews with Schoox hospitality customers and found that Schoox addressed specific customer challenges to deliver a quick and compelling ROI. In fact, hospitality companies using Schoox typically achieve a **200-400%** ROI within three years.

Based on this research, we've identified eight benefits of learning technology that drive ROI:

1. Reduce time creating and managing courses
2. Reduce time on reporting and compliance tracking
3. Reduce time-to-productivity
4. Increase employee retention
5. Increase sales
6. Reduce insurance premiums and claims
7. Reduce waste, materials, and shrinkage costs
8. Reduce the total cost of learning technology investments

In the sections to follow, we explore these eight benefits further, providing real-world results, customer testimonials, and information on which features of learning technology have the most impact on each.



1 Reduce time creating and managing courses

Time is the number one challenge companies face when it comes to employee training. According to our survey of more than 700 companies, **53%** of employers cite “time constraints and conflicting work schedules” as the biggest barrier to employees learning new skills.

L&D leaders need LMS solutions that save time and improve productivity to focus on more strategic goals. Learning management systems that automate and simplify administrative work are proven to decrease the time L&D administrators spend creating and managing courses by **75%**.

Popular fast-casual restaurant chain [Charleys](#) saved 500 hours per year on training administration and reduced training costs by \$40,000. “The Schoox user experience is the biggest selling point, especially compared to other platforms out there,” according to Chris Titshaw, Senior Director of Learning & Development.



What learning tech matters

Simple Course Creation

Drag-and-drop interface for efficient content assembly.

Broad Content Support

Accommodates various learning materials, including videos, documents, and interactive elements.

Automated Workflow

Streamlines training delivery and management with automated assignments and reminders.

Comprehensive Skill Assessment

Measures knowledge acquisition through diverse assessment tools.

Industry Compliance

Ensures adherence to standards like SCORM, AICC, xAPI, and more.

Organizational Flexibility

Adapts to your company’s structure and training needs.

2 Reduce time on reporting and compliance tracking

Our survey found that companies who heavily invest in employee training are more likely to carefully measure the results of their learning programs. As the saying goes, “What gets measured gets done.” By tracking specific outcomes, organizations can ensure their training programs are working well and helping the business succeed.

L&D leaders need quick insights to make fast business decisions. Learning management systems that automate reporting can help. These systems can cut the time L&D teams spend on reports and compliance tracking by **50%**.

[Altitude Trampoline Park](#), a leading family-friendly entertainment franchise, experienced a **99%** improvement in time saved creating training reports and cut lawsuits by as much as half due to better compliance training.



What learning tech matters

Compliance Reporting

Tracks your progress and presents details and statistics about compliance training overall.

Pre-built Reports

Deliver quick and easy insights into training data using hundreds of templates.

Custom Reports

Allow you to create your own reports from a wide selection of data attributes.

Scheduling

Automatically sends reports to the inbox of anyone who needs them.

Business Impact Analysis

Visualizes the correlation between learning and any KPIs you track.

Dashboards

Display important information at-a-glance and are dedicated and customizable.

Reduce time-to-productivity

Don't underestimate the power of a strong onboarding program. Ninety percent of 1,050 surveyed US and Canadian workers agree it's crucial for job success. In fact, effective onboarding can cut time-to-productivity by **20%** for hospitality companies.

[Biscuitville Fresh Southern](#) restaurant company experienced a **57%** faster time-to-productivity for new hires, from seven days down to three. At the same time, the company was able to reduce the time it spends administering training by a whopping **95%**.



What learning tech matters

Personalized Learning Workspaces

Offer tailored training, a course catalog, an event calendar, and development activities.

Mobile Learning

Deliver training on-the-go through iOS and Android apps.

Hands-on Learning

Combine on-the-job training, skill observation, and progress tracking with online courses.

Collaborative Learning

Foster knowledge sharing and friendly competition through social features and gamification.

Intelligent Training Assignments

Automatically assign courses based on employee roles, departments, and other criteria.

Performance-Driven Learning

Align skills development with business goals and measure training effectiveness.

4

Increase employee retention

When workers say that they love their company's training technology, they are **50%** more likely to be happy in their jobs and have no plans to quit. This is according to survey data from employees representing companies with 1,000 to more than 10,000 employees across multiple frontline industries. With the average cost per hire being nearly \$4,700, and reaching up to three to four times the position's salary, strong employee retention can save companies thousands of dollars per departing employee.

Employee-focused learning management systems can bridge the gap between training and talent development. By aligning immediate skill gaps with long-term career paths, LMSs empower L&D professionals to create development plans that enhance employee satisfaction and retention. In fact, organizations can see up to a **5%** increase in retention by prioritizing employee growth. [Altitude Trampoline Park](#) experienced a remarkable **36%** boost in employee retention by increasing training engagement through their LMS.



What learning tech matters

AI-Driven Skills

Validate employee skills through AI-powered connections between jobs, skills, courses, and exams.

Personalized Career Paths

Recommend career opportunities based on individual skills, interests, and organizational needs.

Coaching

Provide targeted development guidance based on employee strengths and weaknesses.

Goal Tracking

Set and measure strategic objectives, cascading goals throughout the organization.

Training Objectives

Clearly define the purpose of each learning activity through automated content tagging.

Learner Insights

Offer ongoing feedback on learner progress toward development goals to foster continuous improvement.

Increase sales

Training is vital for employee retention and business growth. Yet, our 2024 survey found that only **24%** of workers feel they have the necessary training to succeed in their roles. While development is crucial for all employees, there's a significant gap with frontline workers.

Frontline employees are crucial yet often overlooked. While inconsistent messaging and poor customer service can harm sales, effective training boosts sales and customer satisfaction. By personalizing the learning experience for frontline teams in the flow of work, learning platforms can equip employees with the latest information in the moment of need, driving sales up by as much as **10%**.

[Sonesta Hotels](#), the 8th largest hotel company in the U.S., increased guest bookings by **5%** because of better guest loyalty sales training. “With Schoox, we have increased training completion rates and can now easily see who has the skills necessary for a job,” said Derek Fournier, VP of Learning. “We had no line of sight into that beforehand.”



What learning tech matters

Mobile Learning

Provides access to training anytime, anywhere, through mobile devices.

On-the-Job Training (OJT)

Enables real-time skill evaluation and coaching in the workplace.

Blended Learning

Combines classroom, online, and on-the-job learning for a comprehensive approach.

Microlearning

Delivers focused learning content in short, digestible bursts.

Communications

Share information directly with employees through email or push notifications.

Multilingual Support

Expands training accessibility to a global audience.

Reduce insurance premiums and claims



Safety is the number one reason why companies, especially those in frontline industries, invest in training. In fact, **90%** of surveyed employers rate safety training as critically or very important. Now, consider that four in 10 frontline workers say they lack job clarity, with manufacturing employees facing the greatest challenge in accessing proper training. Inadequate training increases the risk of accidents, injuries, and costly lawsuits.

User-friendly learning management systems with robust compliance tracking help prevent these issues by ensuring employees are up to date on safety and regulatory requirements. Effective training programs can lower insurance costs by at least **1%**, especially in high-risk industries like manufacturing and construction.

By investing in training, [Altitude Trampoline Park](#) achieved significant cost savings and increased revenue. The company reduced lawsuits by as much as **50%** due to better compliance training. Furthermore, improved training has directly contributed to increased sales. “For one of our parks with a **90%** training completion rate, average monthly sales went up **9.5%**,” according to Gina Elliott, Senior Director, L&D.

What learning tech matters

Compliance Dashboards

Track training progress and performance with detailed analytics.

Compliance Standards

Manage content aligned with industry standards like SCORM, AICC, and xAPI.

Comprehensive Compliance Reporting

Monitors all aspects of compliance training to meet regulatory requirements.

Targeted Communications

Send relevant information to employees via email or push notifications.

Global Reach

Offer training in multiple languages for a diverse workforce.

Ready-to-Use Content

Access pre-built compliance courses from trusted providers.

Reduce waste, materials, and shrinkage costs



Our research among frontline workers reveals that time constraints and limited opportunities for hands-on practice are significant barriers to skill development. Inconsistent training can lead to increased food costs, equipment damage, and material waste. But how can organizations create more time and resources for employee development?

Efficiency is the hallmark of an effective learning management system. Learning solutions that optimize an organization's time and resources deliver personalized, easy-to-use training to all employees, from the front line to the corporate office. The business impact of learning on the bottom line can lower costs - reducing waste, conserving resources, and lowering shrinkage by an average of **10%**.

According to our ROI study, hospitality customers have seen a huge reduction in food waste costs because of consistent training, food-building guides, and pictures available on tablets at stores. For example, [Biscuitville](#) reduced food waste by **16%** due to more consistent training of frontline workers.

What learning tech matters

Learner Workspaces

Offer personalized learning paths with tailored training experiences based on roles and goals.

Streamlined Onboarding

Automate new hire experiences with time-saving workflows and scalable communications.

Training Objectives

Show the purpose of each learning activity with content automatically tagged by training objective.

Blended Learning

Combine classroom, online, and on-the-job learning for a comprehensive training approach.

Mobile Learning

Put training in reach with mobile apps for iOS and Android. Learners can start, stop, and resume training from any device.

On-the-Job Training

Build skills wherever work happens with live training, observation checklists, and progress tracking.

8

Reduce the total cost of learning technology investments



The disconnect between employee needs and learning technology is a pressing issue. While many organizations have adopted learning platforms, two-thirds of workers find them merely adequate. This dissatisfaction is compounded by the overwhelming demand for mobile access, especially among frontline employees. A misalignment here can be costly, as employees who love their learning technology are three times more likely to feel valued and invested.

Modern learning platforms offer a comprehensive solution to these challenges. By unifying learning, communication, and collaboration, these platforms streamline operations and significantly reduce costs – with frontline companies reporting as much as a **90%** reduction in the cost of their investments in learning technology.

[Sonesta Hotels](#) is a prime example, realizing \$600,000 in savings from accelerated training and an additional \$134,000 from tech stack optimization. The financial impact of these optimizations extends far beyond traditional metrics like reduced printing costs. Today's L&D leaders have a unique opportunity to drive significant cost efficiencies by leveraging modern learning platforms.

What learning tech matters

Org Structure

Customize your learning platform to match your company's unique structure.

Content Management

Centralize employee-related content, including policies, procedures, training materials, and more, within a single platform.

Centralized Communications

Share company news, foster group discussions, and facilitate private conversations in one place.

Mobile Accessibility

Empowers employees to learn and share from a user-friendly app for seamless communication and collaboration.

Integrations

Seamlessly connect your learning platform with other essential business tools for a streamlined workflow.

Analytics & Reporting

Measure the ROI of your L&D investments with detailed data and insights.

Unlock the Power of L&D

Don't Just Take Our Word for It.

This guide has explored eight key areas where effective L&D programs deliver tangible results. We've shown how you can achieve significant improvements in areas like time-to-productivity, employee retention, and even sales. However, understanding the potential is only the first step. Now, it's time to see the impact for yourself.

Calculate Your ROI

Head over to our free ROI calculator and discover the specific financial benefits L&D can bring to your organization. By leveraging the power of a modern learning platform like Schoox, you can transform your L&D function into a strategic engine driving real business impact.

Don't wait – take the first step towards revolutionizing your L&D today!

[Calculate your value](#)



Companies Making an Impact

Transforming L&D into a Competitive Advantage

The Schoox Impact Award celebrates organizations that have redefined the role of Learning and Development (L&D). These trailblazers have harnessed the power of technology and innovation to achieve extraordinary results, turning L&D into a strategic business driver.

Learn more about these visionary organizations and uncover the strategies that have propelled them to the forefront of L&D value creation.

HOOTERS®

“Schoox is a phenomenal platform with much better usability and engagement than any other LMS out there. The ROI of Schoox is 10x-15x of our original investment.”

Cole Plummer-Bastian
Senior Director of Learning & Culture

[View Impact Award →](#)



SONESTA®

“With Schoox, we have increased training completion rates and can now easily see who has the skills necessary for a job.”

Derek Fournier
VP of Learning

[View Impact Award →](#)



“Sales have definitely increased because of the completion rate of using Schoox. For one of our Parks with a 90% training completion rate, average monthly sales went up 9.5%”

Gina Elliott
Senior Director, L&D

[View Impact Award →](#)

Focus on learners first, and results follow.

Schoox is workplace learning software with a people-first twist. People aren't cogs, and Schoox was designed for how humans actually learn. We keep learners curious by letting you deliver more kinds of content wherever they are, from the front line to the corporate office. And by making learning easy, accessible, rewarding, and fun, we help you get everyone more excited about their career development. Learners can "up" their skills, grow on the job, and get more done—and you can measure the impact of their awesome accomplishments.

Learning wherever work happens.

Trusted by 3,000 enterprises of all sizes – across all industries – in 135 countries and 32 languages.



Ready to take learning and
development to the next level?

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