

SHAPING SERVICE EVOLUTION OVERVIEW

SHAPING
SERVICE

Shaping Service is the Classic Select Brands' orientation + service training program. With market feedback received, the timeline below describes the journey to evolve the program to create an enhanced, simplified learning experience.

PHASE 1 OCT 2018

1

Initial Learner
Experience Modifications

- ✓ 2 curricula (67% reduction)
- ✓ Reduced assessments by 83%
- ✓ Replacement of the Service Exchange on Jam with user-friendly, MGS-based content
- ✓ Simplified MGS experience

PHASE 2 JAN 2019

2

Universal Module Updates +
Streamlined BSA Process

- ✓ Video-based Welcome decreasing content by 67%
- ✓ Partner activities reduced by 75% in Welcome + Service Essentials
- ✓ Streamlined BSA process

PHASE 3 APR 2019

3

Updated Daily Meetings +
Brand Leader Content

- ✓ Monthly themes, Special Editions and weekly service training combined into daily content
- ✓ Streamlined daily meeting structure that allows for flexibility in choosing daily service activities based on individual property needs
- ✓ New one-page worksheet that aids in organizing, planning and delivering daily meetings
- ✓ Daily meeting MGS page organized by service training themes for easy access, along with additional supporting tools and resources
- ✓ New brand leadership workshop at GM conferences globally

LAUNCHED SUCCESSFULLY!

PHASE 4 2020

4

**SIMPLIFIED + STREAMLINED
LEARNING EXPERIENCE**



**UPDATED brand
and service modules**



**Transition to Digital Learning
Platform for an enhanced
experience – 70% digital**



**Participant Guides Streamlined to
1 UNIVERSAL + 1 PER BRAND,
(80% reduction)
Partner Guides Retired**



**Integration of JUST-IN-TIME
LEARNING for all associates**



New DIGITAL BRAND leadership content

THE SHAPING SERVICE JOURNEY

Updates you've already seen...

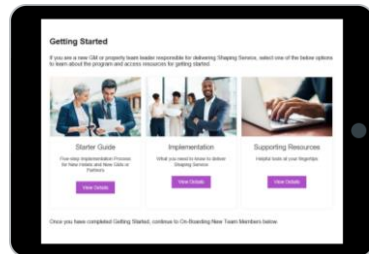
NO. OF CURRICULA REDUCED FROM

6 ▶ 2

NO. OF ASSESSMENTS REDUCED

83%

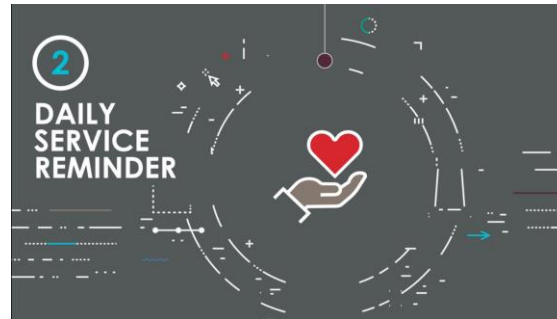
REPLACED JAM w/
SIMPLIFIED, USER-
FREINDLY MGS
EXPERIENCE



SIMPLIFIED THE BSA PROCESS WITH

✓ KNOWLEDGE-CHECK
QUESTIONS

NEW DAY-TO-DAY TRAINING
REINFORCEMENT APPROACH



Daily Meeting Worksheet:
INFORM | IMPROVE | INSPIRE

Date: _____

Welcome
 (Hand icon) Greetings, announcements, New team members: _____
 Share a reason to be excited today and invite the team to share as well!

Daily Service Reminder
 (Hand icon) Select a Service Reminder Card from MGS: _____

Staffing Levels
 (Clipboard icon) Staffing Level: _____ Today's Occupancy: _____
 Departures/Arrivals: _____ In House VPs: _____
 Elite Arrivals: _____

Daily Ops & Service Scores
 (Clipboard icon)

	Score	Goal	Staff Service	Score	Goal
Incent to Buy	_____	_____	_____	_____	_____

Recognition
 (Hand icon) Highlight at least one of the following. Positive CES comments, sales leads or service improvements, any stories of going above and beyond for guests.

Close & Next Steps
 (Gears icon) Reinforce the key message from the Daily Service Reminder. Thank the team for participating.

Marrriott International Confidential & Proprietary Information

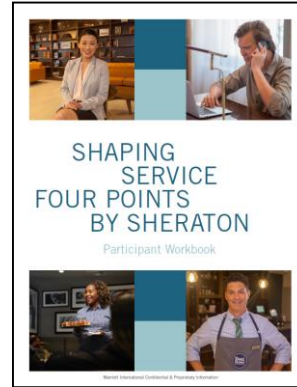
THE SHAPING SERVICE JOURNEY

And these are the final updates...

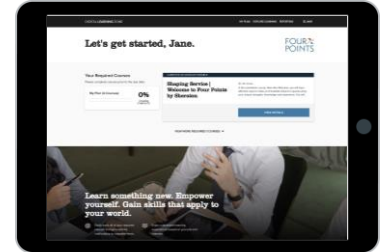
BITE-SIZED VIDEO &
eLEARNING SERIES
REPLACING LONG
LEARNING SESSIONS



REDESIGNED / BRANDED
PARTICIPANT WORKBOOK



SEAMLESS AND
INTUITIVE PROCESS
USING THE DLP



PARTNER/MANAGER
TIME INVESTMENT
REDUCED

55%

DO MORE
WITH LESS

REDUCTION OF TRAINING CONTENT

29 hrs ► 11 hrs

BITE-SIZED
SEARCHABLE
CONTENT FOR
USE AS JUST-IN-
TIME LEARNING



SHAPING SERVICE ROADMAP

Welcome 14 days	Getting to Know your Brand 14 days	Service Essentials 30 days	Beyond The Basics 60 days	Advanced Service Training* 60 days
<ul style="list-style-type: none"> ▶ Welcome to Day One ▶ Use What You Know ▶ See What it Takes ⚙️ #MyStyleMyService ▶ Follow the Guest Journey ⚙️ My place in the Guest Journey ▶ Marriott International Timeline ▶ Portfolio & Architecture 👤 Brand Portfolio Game ▶ Introduction to Guest Behavior ▶ Guest Requests ▶ Guest Behavior ⚙️ Respect For All activity ▶ This is Only the Beginning 📄 Assessment 	<ul style="list-style-type: none"> 👤 Welcome to your Brand ⚙️ Exploring your Brand 👤 The Power of Extended Stay (RI & TPS only) ⚙️ Perspectives on Extended Stay (RI & TPS only) ▶ Introducing the Target Guest 👤 Serving the Target Guest ⚙️ Your Brand & the Target Guest 👤 Your Brand idea 👤 Your Brand's Advantage ⚙️ Competition in your Market 📄 Assessment 	<ul style="list-style-type: none"> ▶ The Power of Attitude ▶ First Impressions ⚙️ Observe an Associate ▶ The 15/5 rule 👤 Anticipating Guests Needs ⚙️ Practice Conversations ▶ Creating Connections ⚙️ Practice Creating Connections 👤 Stay a Step Ahead ⚙️ Scavenger Hunt ▶ L.E.A.R.N. to resolve problems ⚙️ Review Guests Comments 👤 Show your Winning Team 👤 Leaving Lasting Impressions ⚙️ Listen to a Check-out ▶ Essentials of Great Service 📄 Assessment 	<ul style="list-style-type: none"> 👤 Beyond the Target Guest ⚙️ Going Above & Beyond ▶ Creating Surprise & Delight ⚙️ Practice Surprise & Delight 👤 The L.E.A.R.N. model ▶ Problem Resolution ⚙️ L.E.A.R.N. – Top Problems 👤 Sales Leads ⚙️ Sales & Service at your Hotel 📄 Assessment 	<ul style="list-style-type: none"> 👤 Empathize & Apologize ⚙️ Discuss Empathy 👤 Successful Resolutions 👤 Resolution Techniques 👤 Resolving Problems 👤 Make it Right 👤 Make it Right Advanced ⚙️ Make it Right Roleplay ▶ The Sales Approach 👤 The Four Steps to Selling 👤 Giving a Tour ⚙️ Practice Giving a Tour 📄 Assessment
<p>3.5 hours</p> <p>5 hr. reduction</p>	<p>1 hour</p> <p>5 hr. reduction</p>	<p>3 hours</p> <p>5 hr. reduction</p>	<p>1.5 hours</p> <p>5 hr. reduction</p>	<p>1.5 hours</p> <p>5 hr. reduction</p>

* High Guest Contact Only

LEGEND



Video



eLearning



Activity



Assessment