

Hospitality industry giant invests in blended learning platform

AccorHotels Luxury Brands and Lobster Ink collaborate on customised e-learning initiative

AccorHotels Luxury Brands has formed an exciting partnership with Lobster Ink, the global leader in blended hospitality training programmes. After a successful pilot phase at 20 selected Luxury Brand hotels across the globe in late 2014, a decision was made to sign a global contract between the two companies in July 2015.

The aim of this collaboration is to allow AccorHotels Luxury Brands' learners the freedom to learn on the job and in turn achieve the desired guest experience.

“Lobster Ink provides a highly focused, detailed, intuitive and engaging educational platform for our employees to learn and grow” Joao Rocco, Vice President Global Brand Experience, AccorHotels Luxury Brands.

Lobster Ink courses are created in association with internationally recognised content experts and follow the highest standards in the field, enabling the learner to engage with guests with confidence and perform their daily duties with ease. In addition to partnering with Lobster Ink, AccorHotels Luxury Brands also collaborated with the e-learning company to create customised service courses that guide the learner through the group's brand basics and luxury standards.

“Our Food and Beverage teams' feedback is really positive and they are reporting back on a growth in technical and service knowledge. Videos are short, high-quality and straight to the point. Lobster Ink extends the learning experience beyond desktop modules and into mobile devices which gives us greater flexibility for the training.” Chloe Gansoinat, Director of Quality, Guest Experience and Loyalty, Pullman Bangkok Hotel G.

As of July 2016 the AccorHotels Luxury Brands' member base successfully registered over 5852 learners on the Lobster Ink platform across the different regions.

“I like the fact that you watch the video any time you want and when you are ready you take the test. The diversity of the lessons, as you have courses about front office and housekeeping... It is a good learning platform, next step will be to engage and train housekeeping ambassadors.”

Marc Grebot, F&B Manager, Sofitel New York.

“The best part of Lobster Ink is that I can access it from anywhere and anytime from my mobile phone. The courses are very informative for us; I learned so many new things about coffee and wine. More knowledge in my job gives me more confidence when I serve guests. ” Nonah Mae Buyan, waitress, Sofitel Bahrain Zallaq Thalassa Sea & Spa.

By giving the learners the tools to develop and grow, this partnership also supports AccorHotels Luxury Brands’ strategic vision to be the world’s leading hotel group. Future plans for this partnership include the development of more region specific and customised course packages.

Click [here](#) to view the AccorHotels Luxury Brands and Lobster Ink launch video.

“We have noticed that our Ambassadors have gained more technical skills, product knowledge and together with our internal departmental training, this has improved the quality of service delivery.”

— William J. Haandrikman, General Manager, Sofitel Bangkok Sukhumvit.

ABOUT LOBSTER INK

Enable the potential in your team!

We're Lobster Ink, the world's leading hospitality learning platform.

With Lobster Ink there is a return on investment for every minute spent on learning

Lobster courses cut the logistical costs of learning, deliver your brand message consistently and create long-term learning paths for your team. You always get a return on investment, a return on brand, and a return on learning.

Simple onboarding. Easy to use. Comprehensive reporting.

It's incredibly simple to get your team up and running on the platform. Detailed, real-time reports make sure you

can track every team member's progress, and with your team using one learning platform, communication becomes more streamlined.

Lobster Ink is designed with learning in mind. [Request your demo today.](#)



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