

Propel info



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Edited by Paul Charity, named second most influential sector journalist by research and insights firm Allegra Strategies

MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

Wed 17th Apr 2019 - Propel Wednesday News Briefing

HGEM partners with Learning Pool to launch 12-part training

course for operators: Guest experience management expert HGEM has partnered with e-learning developer Learning Pool to launch Little GEMs, a 12-part training course for hospitality operators. Based on key elements of the guest experience, the modules will enable operators to support their teams in "delivering exceptional customer service while aligning to the company's brand promise". Little GEMs provides training on four main areas of the guest experience – people, process, product and place – all broken down into a further three segments for in-depth learning. HGEM head of client success Jason Horn said: "It's not just about the data, it's about using the data to drive improvement and results. We recognise the many challenges our clients currently face and engaging the team shouldn't be one of them. Our Little GEMs modules are designed to provide simple messages to encourage team members to engage with their guests and provide exceptional service."