



LEARNING GENUINE HOSPITALITY IN THE AGE OF AI

People make the difference.

TRAINING NUGGET - THE ART OF HOSTING

Why Genuine Hospitality Matters More in the Age of AI

Everyone is talking about Artificial Intelligence.

Tools optimize wording, personalize learning paths, translate content, and make training more efficient.

But in the reality of your guests, what still counts in the end is exactly this special moment:

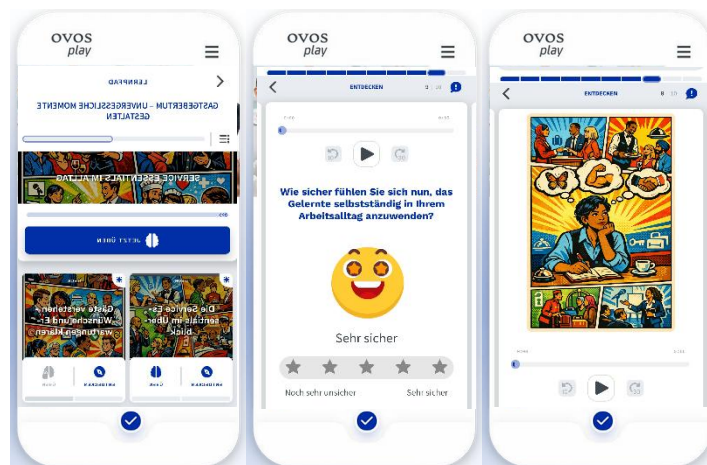
Eye contact.

The tone of voice.

The small gesture that says: „**You are warmly welcome here.**“

This is where the power of technology ends - and **true hospitality** starts.

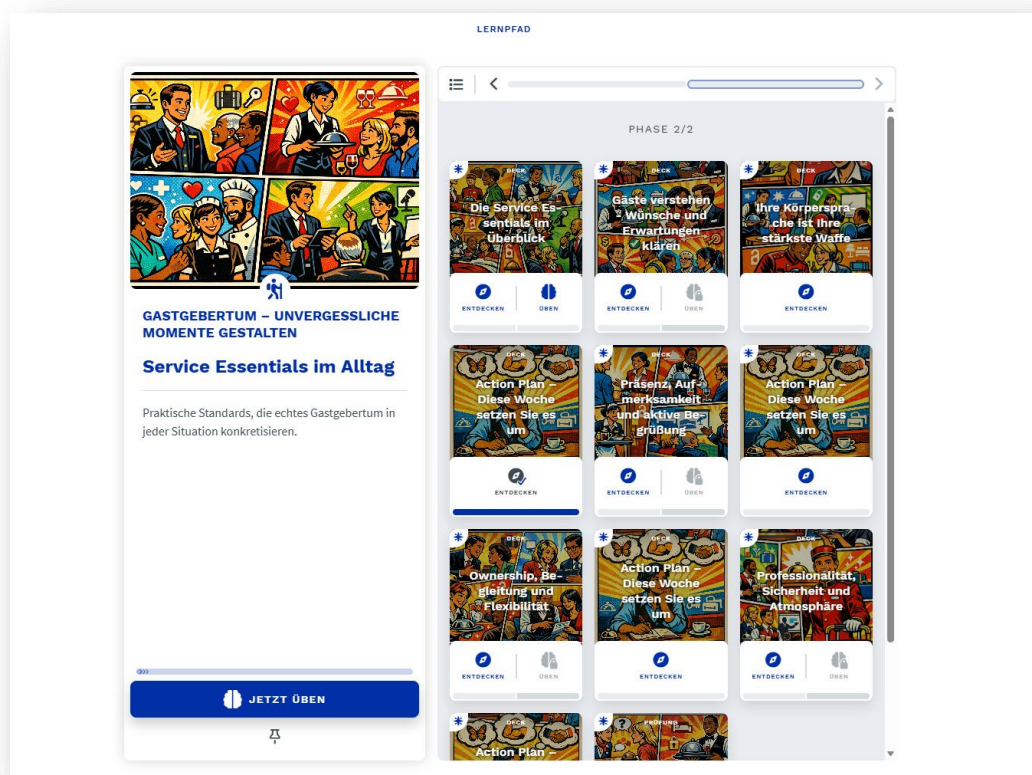
The **StratShape Campus** Training-Nugget „The Art Of Hosting“ is a **digital learning journey in cooperation with *ovos play***, designed for employees and career switchers in the hospitality sector, that quickly and practically raises service to a professional-level - **without training frustration, without losing time in day-to-day operations.**



How we learn has changed – for the better, we believe

Forget forgetting! This is a thing of the past! Classic memorization costs time - and achieves little. **StratShape Campus** focuses on sustainable learning: scientifically grounded, playfully designed, and directly applicable in everyday work.

The result: motivated teams, better performance, and a learning tool that pays off.



➤ Simple

Micro learning, learning nuggets, clearly structured modules and intuitive operation - simple for all users

➤ Mobile

With StratShape Campus, knowledge is available on demand wherever it is really needed - at the workplace, at home or on the go

➤ Playful

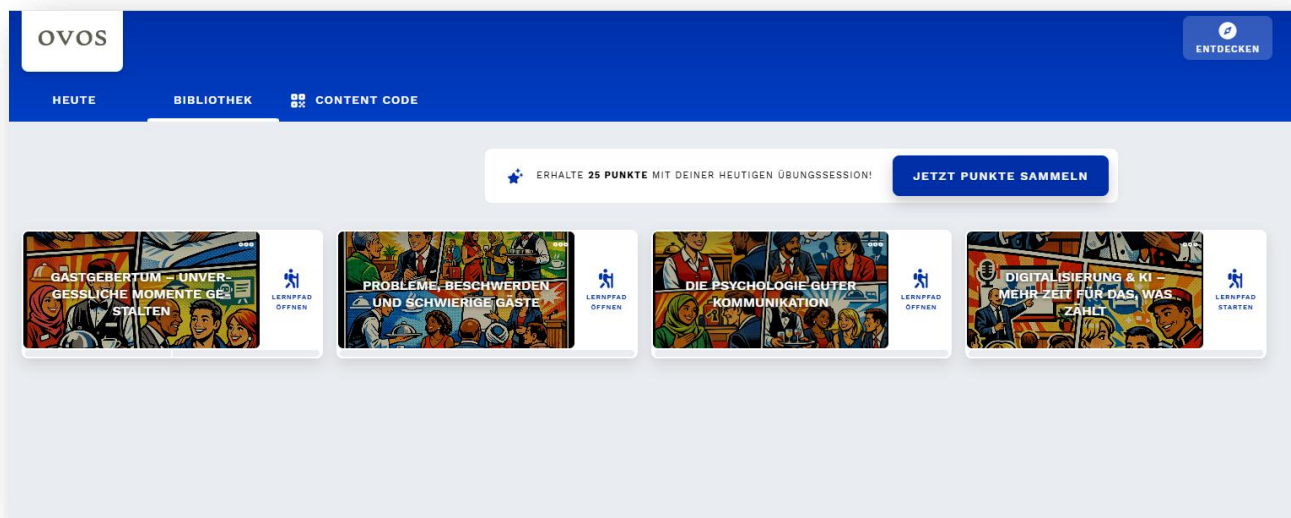
Gamification, interactive content and formative feedback playfully boost learning motivation - so knowledge is applied with pleasure

IN ACTION

01 Why this nugget matters now

- **Staff shortages & high turnover** - You can no longer afford long onboarding periods.
- **Young & international teams** - different languages, different service experience.
- **Rising guest expectations** - Reviews now determine your revenue in real time.
- **Digitalization & AI** - systems take over routine tasks, but **people must carry the moment with the guest.**

This learning nugget helps **new hires get up to speed faster** - while giving your existing teams a shared understanding of what **genuine hospitality** means.



02 What the StratShape Campus Training nugget consists of

The content is modular and can be individually adapted to your business, brand and target group:

The Art of Hosting - Creating unforgettable moments

- How standard processes become personal experiences
- Small gestures with great impact: attention, presence, language

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Problems, complaints and difficult guests

- De-escalation-techniques for everyday use
- How to turn complainants into loyal regulars

The psychology of good communication

- What guests really hear when we speak
- Body language, word choice, tone of voice - and their influence on satisfaction and reviews. Scientifically based by *Dr. Alison Wood Brooks (Harvard Business School)*.

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Digitalization & AI - more time for what matters

- How systems relieve the load - and where people are irreplaceable
- AI as support in the background, guest relationships in the spotlight

Instructional design & practical transfer

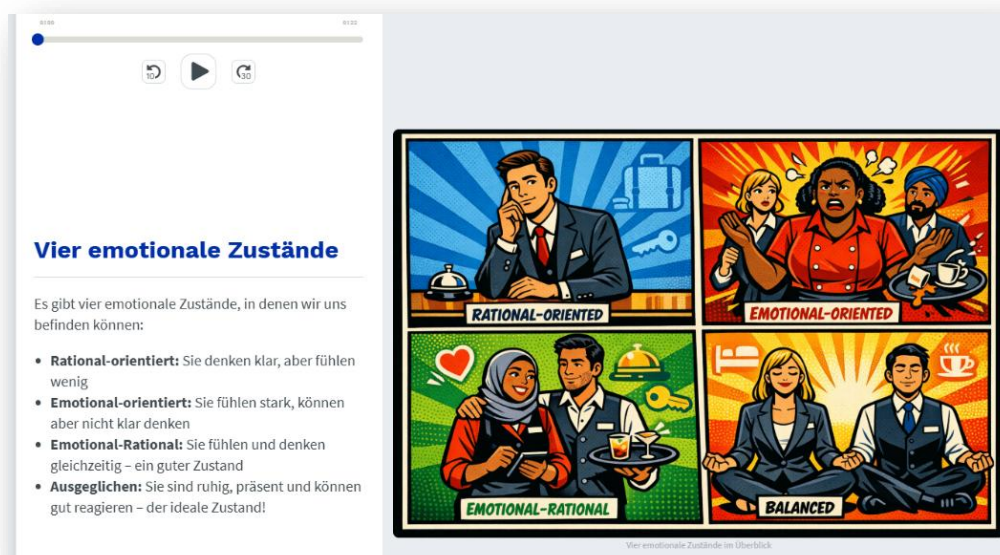
- The learning journey is **designed didactically**, so that learners repeatedly move straight into practice: short input-sequences, immediate application, concrete transfer tasks.
- Through **built-in reflection and questions** HR and management continuously receive a „**Temperature Check**“: Where does the team stand? Which topics are established? Where are uncertainties?

Languages & experience:

- Available in **all relevant languages** (ideal for international teams)
- With **gamification elements** (points, short challenges, micro learning instead of lecture-style training)

03 Format & Implementation

- **Digital learning journey** - usable on any device (mobile-first)
- **Short nuggets** - ideal to integrate into shift work & breaks
- **Customizable branding & content** - adaptable to house style, brand, standards and desired tone of voice
- **Suitable for:**
 - On-boarding new employees
 - Refreshing existing teams
 - Preparing for re-opening, season start or brand-relaunch

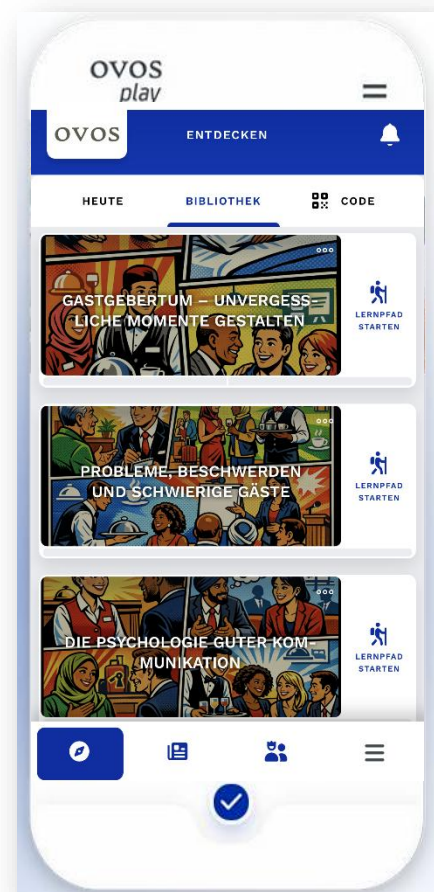


04 What the tool concretely brings your business

- Shorter time to full productivity for new hires
- Fewer service errors in critical guest moments
- More stable ratings on relevant platforms
- Relief for managers, because fundamentals are systematically trained
- Clearer shared team language on the understanding of excellent hospitality
- And through the integrated „Temperature Check“: **better, data-based decisions** on training needs, leadership focus and service-standards.

In brief:

- ✓ More professionalism in service.
- ✓ More emotional bond with guests.
- ✓ More revenue per stay.



FEATURES

Playful & motivating learning experiences



Gamification: Quiz-Duels, Challenges, points, Avatars, Highscores & Emoticons



Micro Learning: Flexible Learning Nuggets, playful and sustainable



Storytelling and individual learning paths for different users



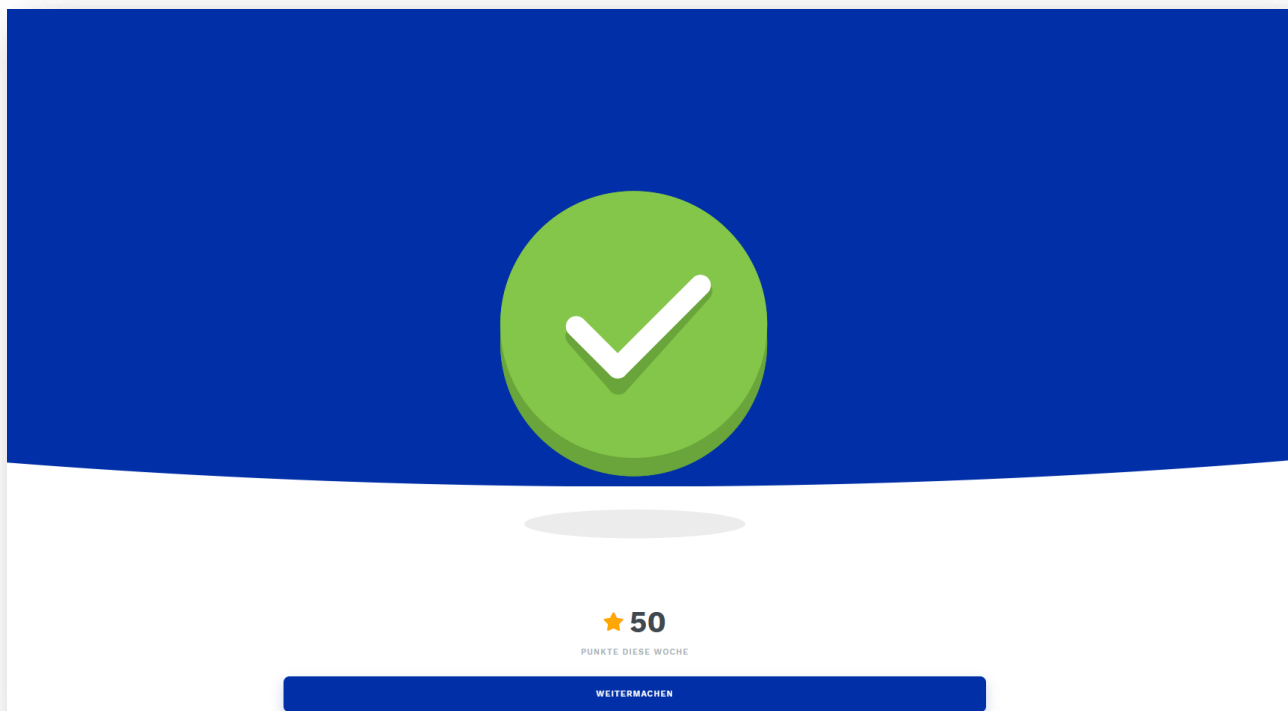
QR codes lead directly to relevant learning content



Mood monitoring via the mood board



Competencies define, track progress incl. self-assessment



Reports: Analysis, Feedback & Optimization



Analytics & Reports: Overview of **learning progress** of entire groups



Trainer dashboard: assign content, view individual progress



For learners: individual **progress** visible in the app, incl. **notifications** to boost motivation



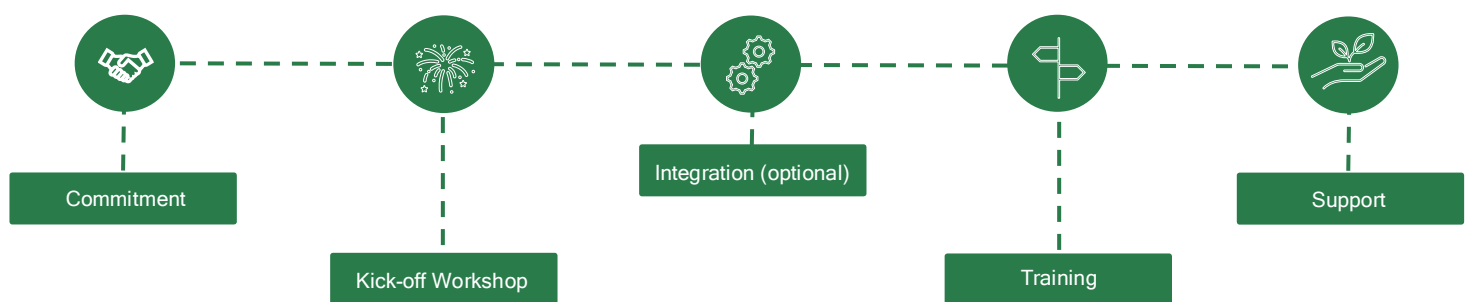
Team challenges boost not only engagement & motivation, but also attention



Simple platform, personal support, and everything from one source

We never leave you alone! **Personal support** is important to us for all our clients, especially during implementation in your company.

From concept and integration to populating further content, our personal contacts can support in all areas and take over if needed.



Standard

Choose from our continuously updated, always up-to-date content catalogue and start right away with the available standard content - or refine it precisely with your brand guidelines.

Customization

On request, we create individual learning content that inspires. We are also happy to train you in independently creating and managing your content.

Models

We implement technical integrations that extend the functionality of *ovos play* based on your individual requirements or work as standalone solutions.

Compliance

- ✓ Hosting in DACH
- ✓ GDPR-compliant
- ✓ Custom branding in CI/CD possible
- ✓ ISO certification 27001 and 9001
- ✓ Various awards for *ovos play*:
HR Award 2024, eAward 2021/2025

Next step

If you want hospitality to be more than a matter of chance. This training nugget gives your team a **clear, trainable approach** to building genuine guest relationships.

CURIOUS?

Book a free appointment now!

Contact for concept, demo & individual customization:

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