fpg The Foundation Framework

ENGAGEMENT

SERVICE

REVENUE

VISIBLE ROI:
MAXIMUM FRONTLINE PERFORMANCE.

APP

ADOPTION

USERS

COMMITMENT

DATA

GOALS

INCENTIVES

LEARNING

PRODUCTS

THE FOUNDATION:
SIMPLE ACTIONS.
PROVEN RESULTS.

ROI-FOCUSED SOFTWARE

CLEAR FRAMEWORK. SIMPLE ACTIONS. PROVEN RESULTS.

While most SaaS companies have taken a hands-off ("you're on your own") approach to customer success, FPG remains focused on equipping our customers to achieve the highest return on their technology investment.

We distilled our 30 years of service and revenue experience down to the core actions that matter most. The Foundation Framework paves the shortest path between YOU and success, with minimal disruption and maximum results.

HOTEL
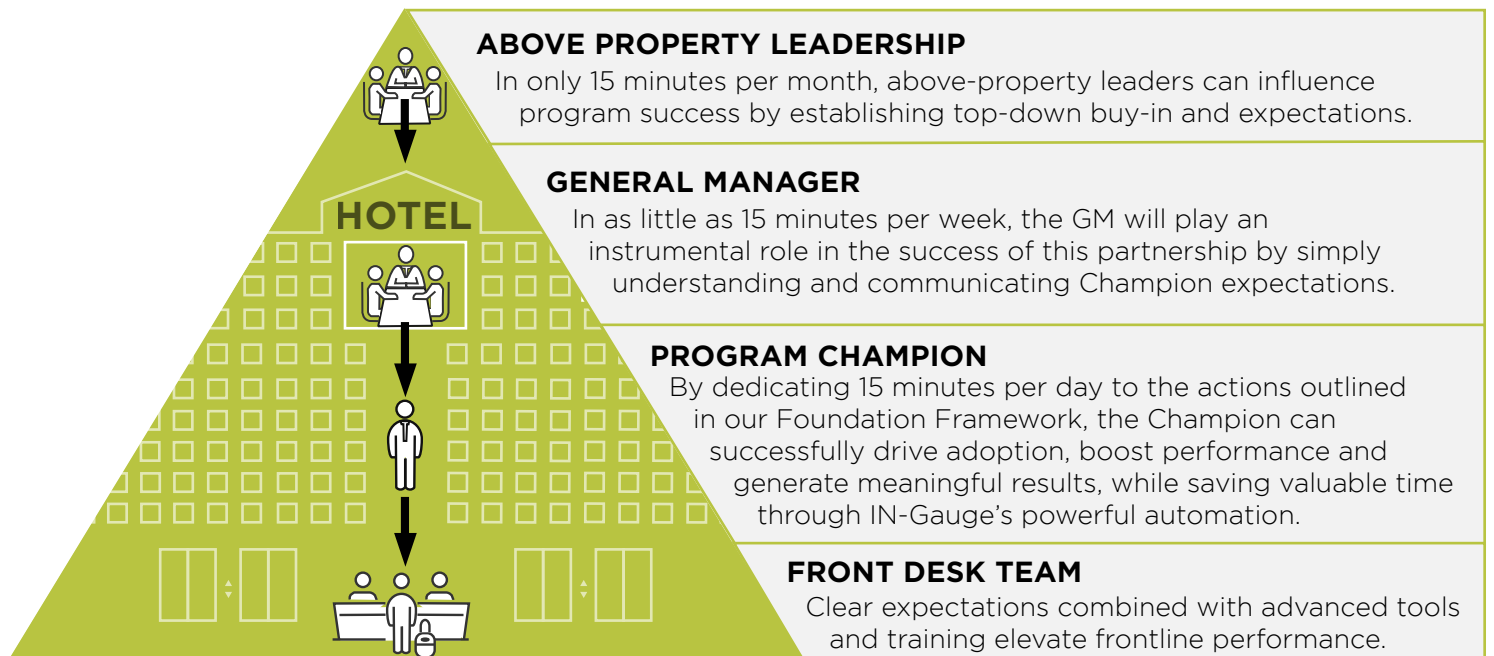
ABOVE PROPERTY LEADERSHIP
In only 15 minutes per month, above-property leaders can influence program success by establishing top-down buy-in and expectations.

GENERAL MANAGER
In as little as 15 minutes per week, the GM will play an instrumental role in the success of this partnership by simply understanding and communicating Champion expectations.

PROGRAM CHAMPION
By dedicating 15 minutes per day to the actions outlined in our Foundation Framework, the Champion can successfully drive adoption, boost performance and generate meaningful results, while saving valuable time through IN-Gauge's powerful automation.

FRONT DESK TEAM
Clear expectations combined with advanced tools and training elevate frontline performance.

The Foundation Framework

ABOVE PROPERTY ACTIONS

1 **CHAMPION**
- Emphasize the importance of Champion role to General Manager

2 **INCENTIVES**
- Approve incentives for the Program Champion to GM
- Emphasize the importance of incentives to GM

} ONE-TIME ACTIONS

∞ **GOALS**
- Emphasize the importance of goals to GM

∞ **COMMITMENT**
- Add program progress report to monthly meeting agenda

} ON-GOING ACTIONS

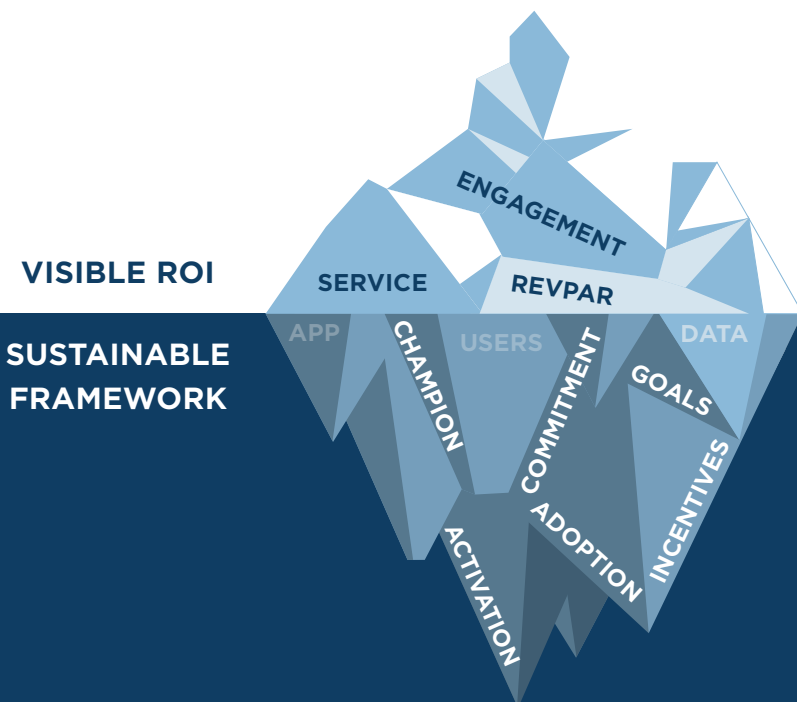## A small effort at the above-property level can lead to exponential revenue returns across your portfolio

VISIBLE ROI

SUSTAINABLE FRAMEWORK

SERVICE
REVENUE
ENGAGEMENT
APP
CHAMPION
COMMITMENT
GOALS
INCENTIVES
LEARNING

200%
AVERAGE INCREMENTAL REVENUE INCREASE

Top **Above Property** Foundation adopters drive portfolio-wide revenue and service enhancements

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The Foundation Framework

GENERAL MANAGER ACTIONS

1 CHAMPION
- Identify and assign the right Champion to own the Service-Based Sales Program

2 INCENTIVES
- Approve the introduction of:
  - Agent incentive plan
  - Champion incentive plan

3 ACTIVATION
- Complete the General Manager Foundation Sessions
- Instruct Champion to complete all activation actions
- Allocate shift time to complete all required learning (Champion & Agents)

ONE-TIME ACTIONS

∞ GOALS
- Set expectation for:
  - Agents to hit individual minimum revenue goal
  - Champion and agents to achieve property monthly goals

∞ in ADOPTION
- Require Champion and agents to:
  - Download the IN-Gauge app and log in each shift
  - Utilize the Learning Center
- Require Champion to manage the Audit Trail

∞ COMMITMENT
- Add 15-minute program progress report to monthly meeting agenda
- Instruct Champion to meet with FPG as needed

ON-GOING ACTIONS

ENGAGEMENT
SERVICE
REVPAR
APP
USERS
DATA
CHAMPION
COMMITMENT
GOALS
ACTIVATION
ADOPTION
INCENTIVES

VISIBLE ROI

SUSTAINABLE FRAMEWORK

8%+ REVPAR
INCREASE AT THE FRONT DESK

Top **General Manager** Foundation adopters develop a disciplined system to drive continuous ROI

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The Foundation Framework

CHAMPION ACTIONS

1 INTRODUCTION
- Complete the Champion Foundation Sessions

2 PRODUCTS
- Configure your property's product offerings
  - Rooms
  - Other Revenue (e.g., Breakfast, Late Check Out, etc.)

3 USERS
- Invite or add users to IN-Gauge

4 INCENTIVES
- Implement agent and Champion incentives
- Communicate and educate team on incentive plan

5 LEARNING
- Complete all Champion required Foundation learning
- Ensure all agents complete:
  - Required Foundation learning
  - Recommended learning

6 MOBILE APP
- Champion and agents to download IN-Gauge mobile app
- All users regularly utilize the IN-Gauge mobile app
  *Mobile app not available in certain countries

ONE-TIME ACTIONS

∞ GOALS
- Update property and agent revenue goals in IN-Gauge
- Ensure all agents accept their monthly goal
- Achieve monthly goals and hold agents accountable

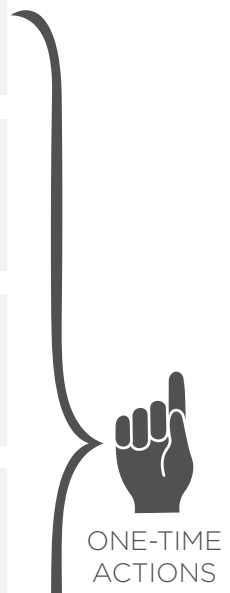**∞ DATA**
- Manage Audit Trail
- Ensure data flows to IN-Gauge
- Adhere to data rules

∞ ADOPTION
- Log in daily as a Champion
- Set expectation for agents to log in regularly and track their goal progress and earnings
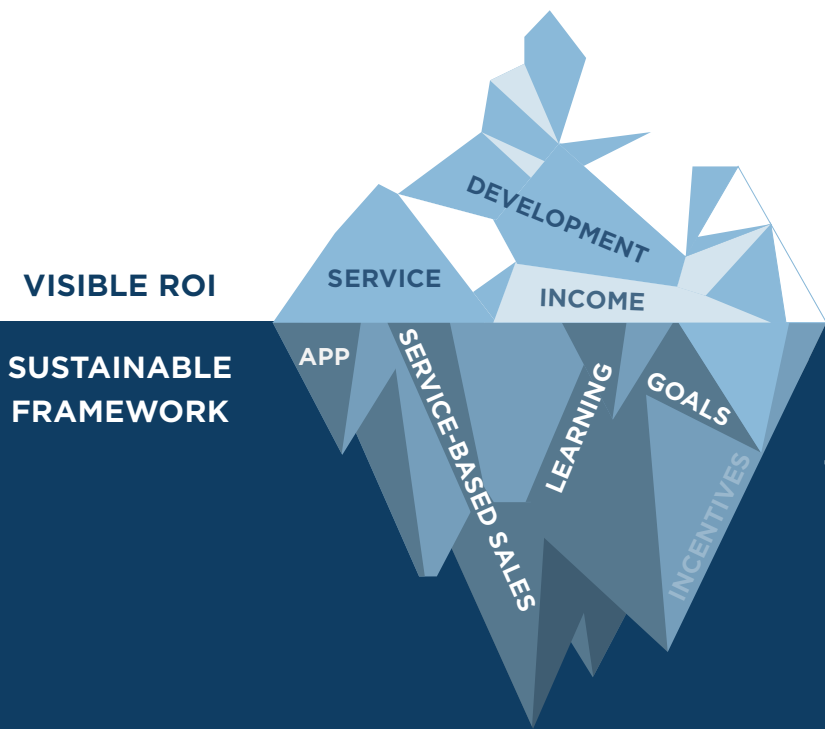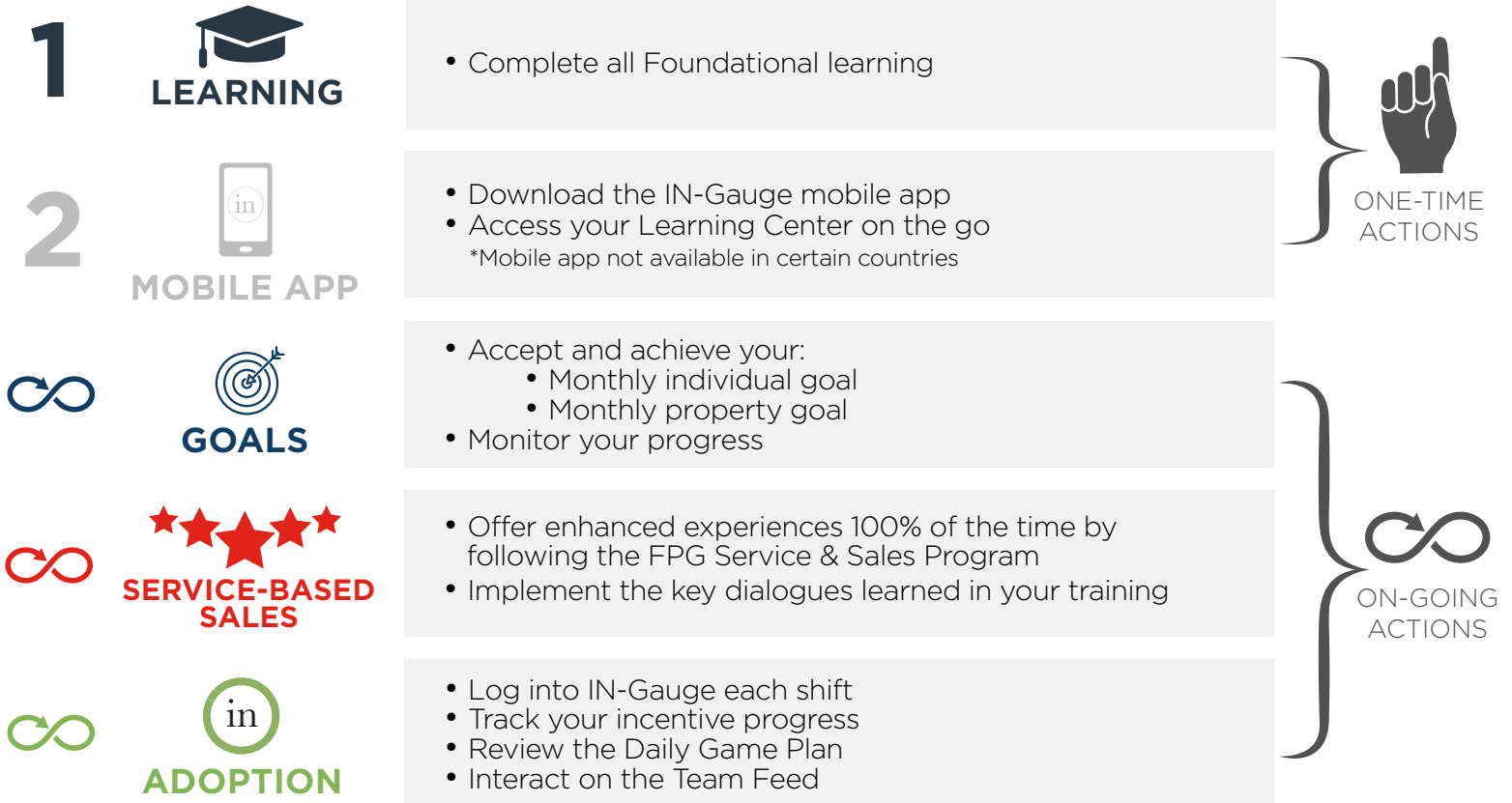- Maintain IN-Gauge by updating users/products as needed

∞ COMMITMENT
- Meet with FPG when required
- Own it
- Deliver results

ON-GOING ACTIONS

The Foundation Framework

FRONTLINE ACTIONS

1 LEARNING
- Complete all Foundational learning

2 MOBILE APP
- Download the IN-Gauge mobile app
- Access your Learning Center on the go
  *Mobile app not available in certain countries

} ONE-TIME ACTIONS

∞ GOALS
- Accept and achieve your:
  - Monthly individual goal
  - Monthly property goal
- Monitor your progress

∞ SERVICE-BASED SALES
- Offer enhanced experiences 100% of the time by following the FPG Service & Sales Program
- Implement the key dialogues learned in your training

∞ ADOPTION
- Log into IN-Gauge each shift
- Track your incentive progress
- Review the Daily Game Plan
- Interact on the Team Feed

} ON-GOING ACTIONS

VISIBLE ROI

SUSTAINABLE FRAMEWORK

DEVELOPMENT
SERVICE
INCOME
APP
SERVICE-BASED SALES
LEARNING
GOALS
INCENTIVES

EARN UP TO
20% to 100%
More Income
(IN INCENTIVES)

Top frontline Foundation Framework adopters learn skills and processes to improve their performance and income

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