



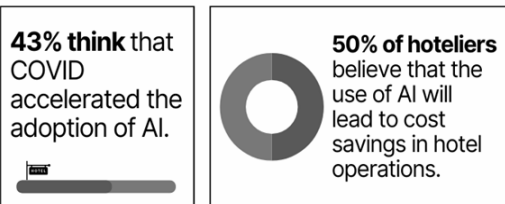
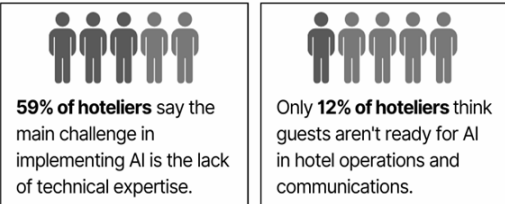
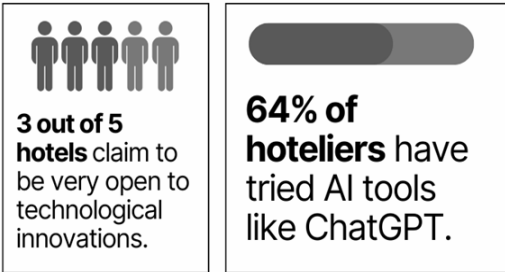
# MAHTEC Virtual Academy

Unlocking digital revolution with AI-Powered Learning



# STATISTICS ABOUT AI IN HOSPITALITY

Explore the latest insights into how artificial intelligence (AI) is adopted and utilized within the hospitality industry, uncovering its impact on guest experiences and operational efficiency.



# 1. RETENTION RATES



E-LEARNING INCREASES  
**RETENTION RATES**



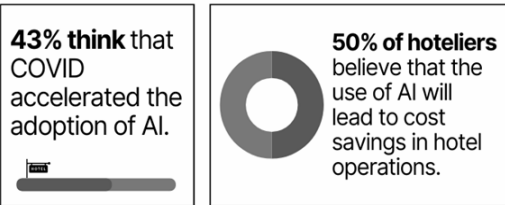
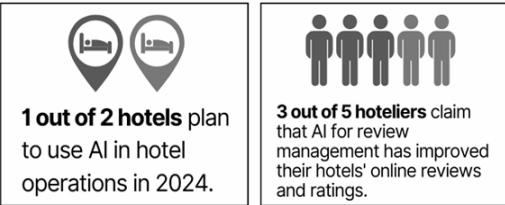
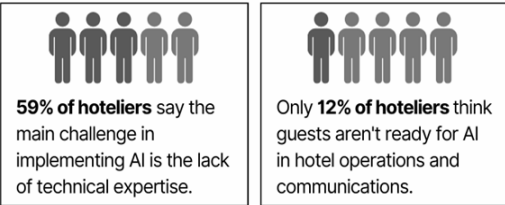
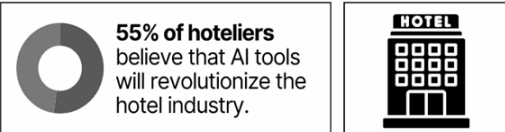
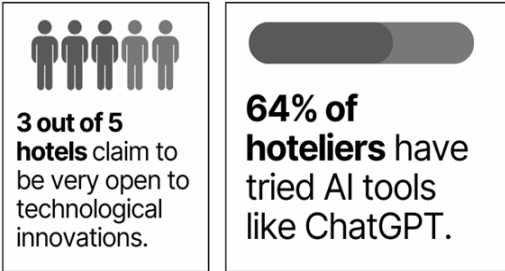
**25-60%**

WHILE RETENTION RATES OF FACE-TO-FACE TRAINING ARE VERY LOW IN COMPARISON:

**8-10%**

# STATISTICS ABOUT AI IN HOSPITALITY

Explore the latest insights into how artificial intelligence (AI) is adopted and utilized within the hospitality industry, uncovering its impact on guest experiences and operational efficiency.



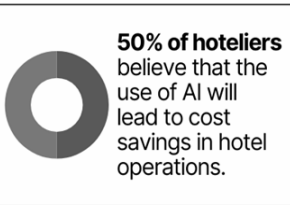
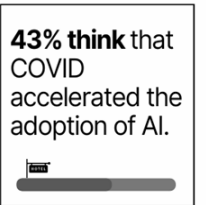
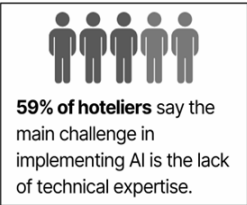
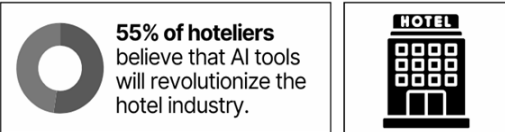
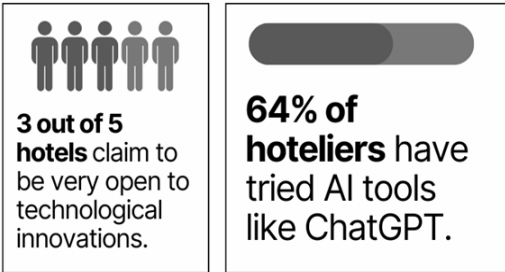
## 2. CREATIVITY / INNOVATIVE



E-Learning allows creation of **5 times more material** in the same amount of time than traditional learning.

# STATISTICS ABOUT AI IN HOSPITALITY

Explore the latest insights into how artificial intelligence (AI) is adopted and utilized within the hospitality industry, uncovering its impact on guest experiences and operational efficiency.



## 3. LESS EMPLOYEE TIME



Learning through e-learning typically requires

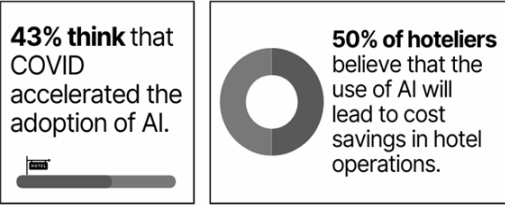
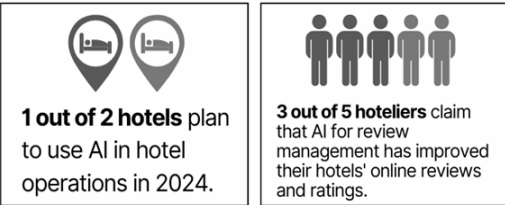
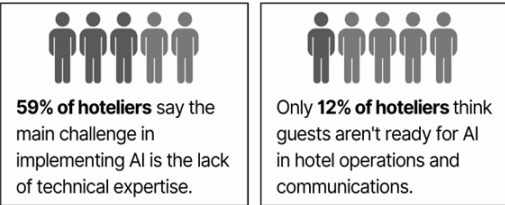
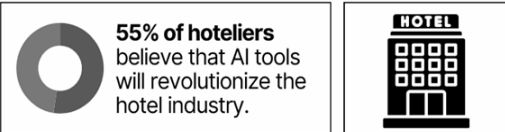
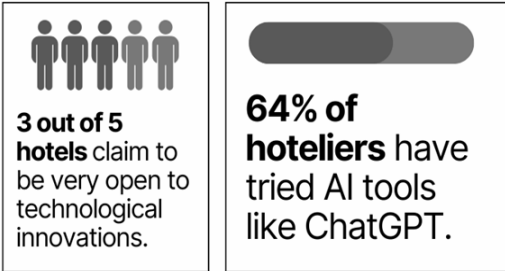
# 40-60%

## LESS EMPLOYEE TIME

than learning the same material in a traditional classroom setting.

# STATISTICS ABOUT AI IN HOSPITALITY

Explore the latest insights into how artificial intelligence (AI) is adopted and utilized within the hospitality industry, uncovering its impact on guest experiences and operational efficiency.



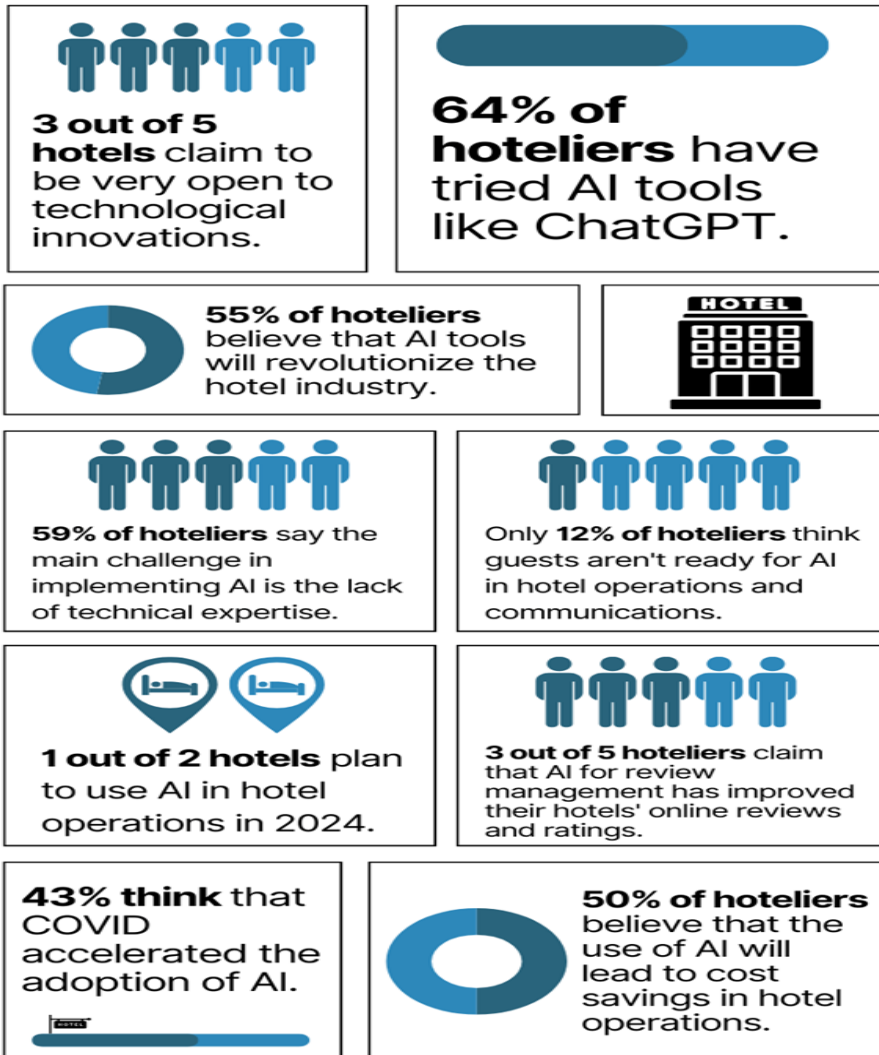
## 4. COST EFFECTIVE



IBM saved approximately  
**\$200** MILLION  
after switching to e-learning.

# STATISTICS ABOUT AI IN HOSPITALITY

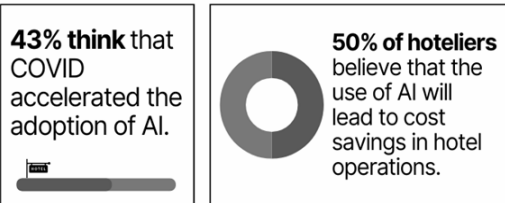
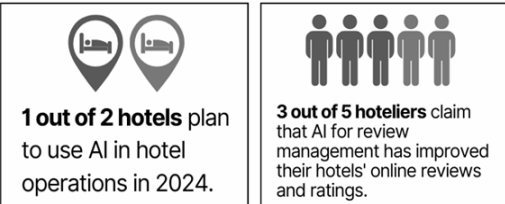
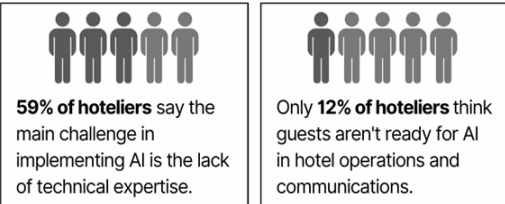
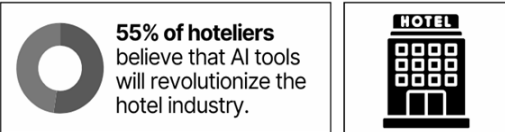
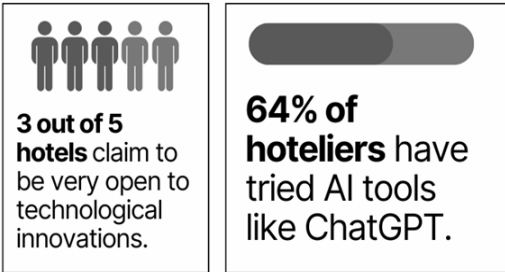
Explore the latest insights into how artificial intelligence (AI) is adopted and utilized within the hospitality industry, uncovering its impact on guest experiences and operational efficiency.



Source : Future job report 2022 World Economic Forum : [https://www3.weforum.org/docs/WEF\\_Future\\_of\\_Jobs\\_2022.pdf](https://www3.weforum.org/docs/WEF_Future_of_Jobs_2022.pdf)

# STATISTICS ABOUT AI IN HOSPITALITY

Explore the latest insights into how artificial intelligence (AI) is adopted and utilized within the hospitality industry, uncovering its impact on guest experiences and operational efficiency.

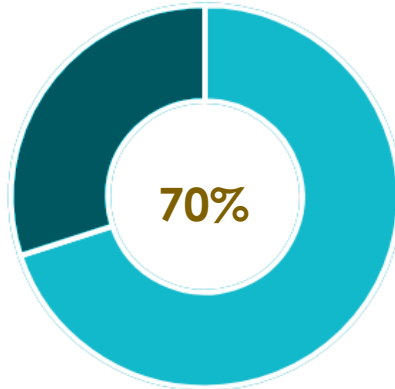


## Why Hotel Industry facing Service Standard Challenges ?

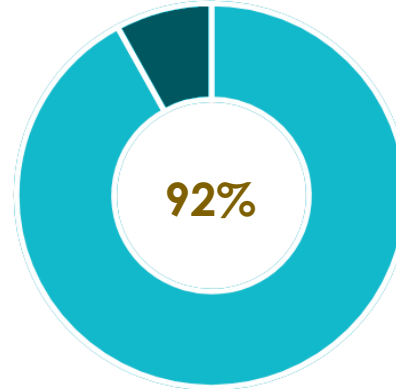


### Consequences:

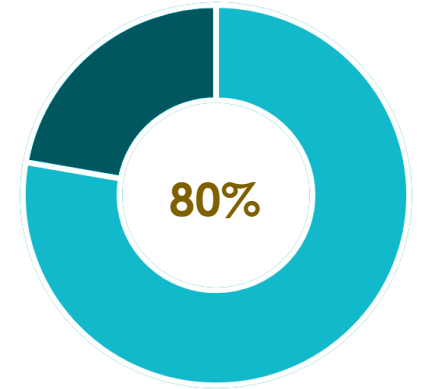
A significant knowledge and skill gap exists within the workforce, hindering organizational performance and necessitating targeted upskilling initiatives



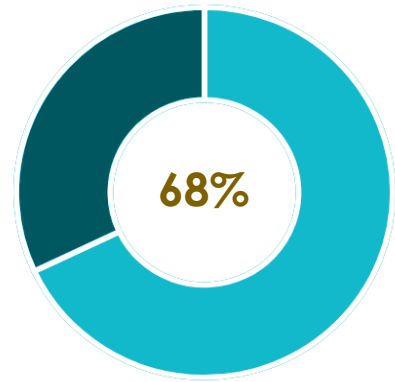
Lack of skills during start of work



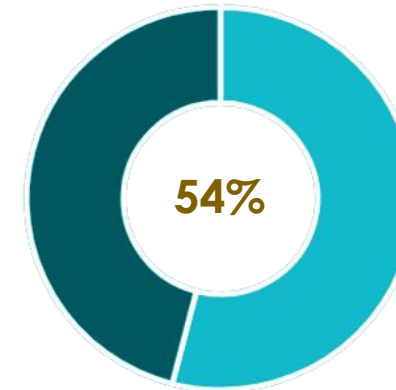
Requires soft skills



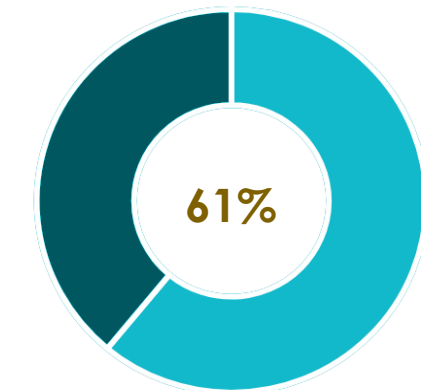
Inadequate knowledge to perform



Worked better with self learning



Needs of reskilling

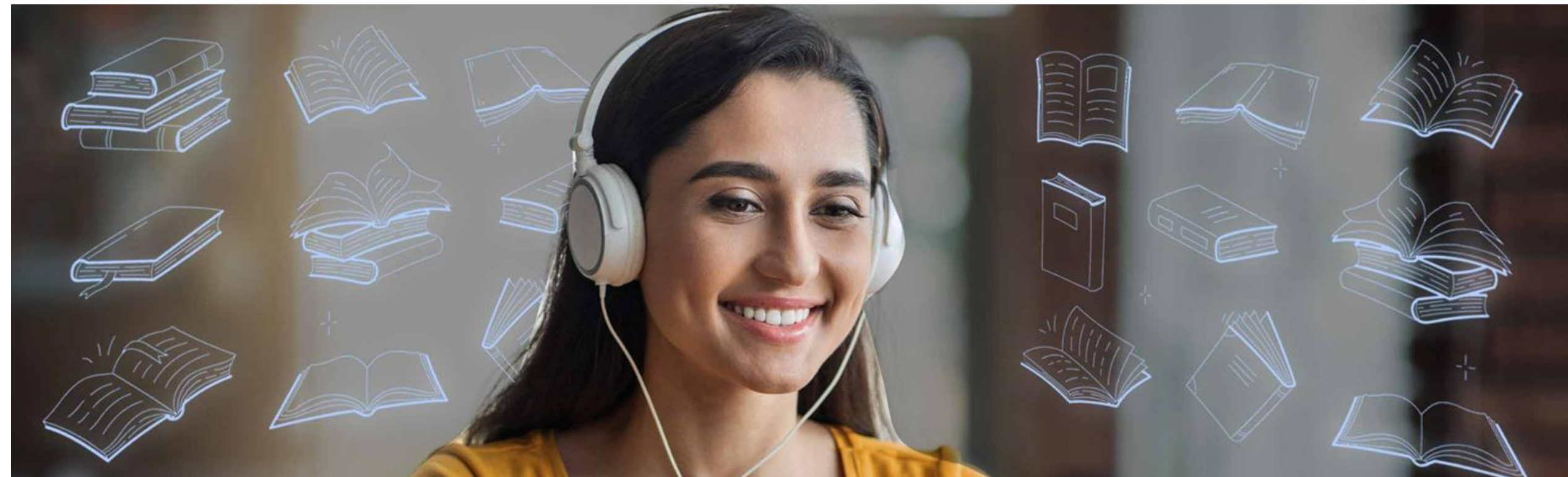


Inadequate actions from the top

Source : Future job report 2022 World Economic Forum : [https://www3.weforum.org/docs/WEF\\_Future\\_of\\_Jobs\\_2022.pdf](https://www3.weforum.org/docs/WEF_Future_of_Jobs_2022.pdf)

# Malaysian 1st Hospitality Generative AI powered Learning Platform

Ultimate solution for empowering hospitality team with skills and knowledge



- Master industry-standard skills endorsed by HRD Corp, MAH & MyBHA (SME)
- Aligned with HRD IndSF 1.0 + 2.0 competencies
- HRD Levy Claimable: financial reimbursements for upskilling your workforce
- Develop both technical & soft skills for all-rounded hospitality professionals
- Track progress & personalize learning with AI-powered coaching
- Flexible access: Learn anytime, anywhere on any devices (**desktop, laptop, tablet mobile & etc**)





# MAHTEC curates specialized learning journeys, empowering hospitality professionals through targeted upskilling initiatives

Upskill your hospitality team across the 6 Core Divisions with MAHTEC's specialised curated learning journeys offer targeted development



**Front Office**

**Sales & Marketing**

**Housekeeping**

**Revenue Management**

**Hotel &  
General Manager**

**Maintenance**



Complemented by a massive library of >200,000+ resources for holistic skill-building powered by Skillsoft

# Generative AI Behind MAHTEC Virtual Academy



## Generative AI, text LLM

- Video Descriptions
- Assessment Q&A
- Roles, Skills Framework
- Content Tagging/Curation
- Course Question Answering

## Translation

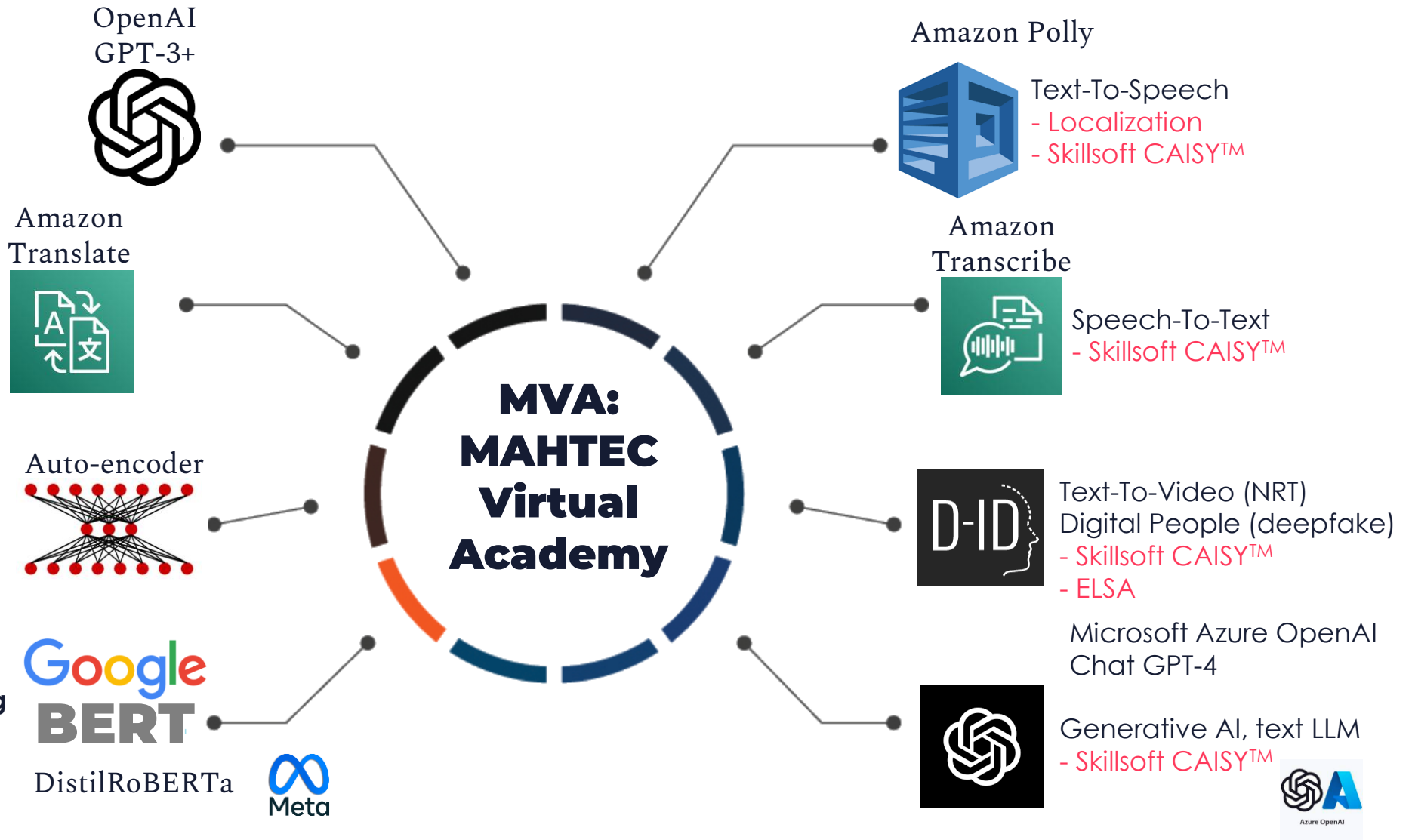
- Localized Search
- Closed Captions

## Collaborative filtering

- Recent Activity
- Recommendations

## Natural Language Processing

- Intelligent Search
- Recommendations

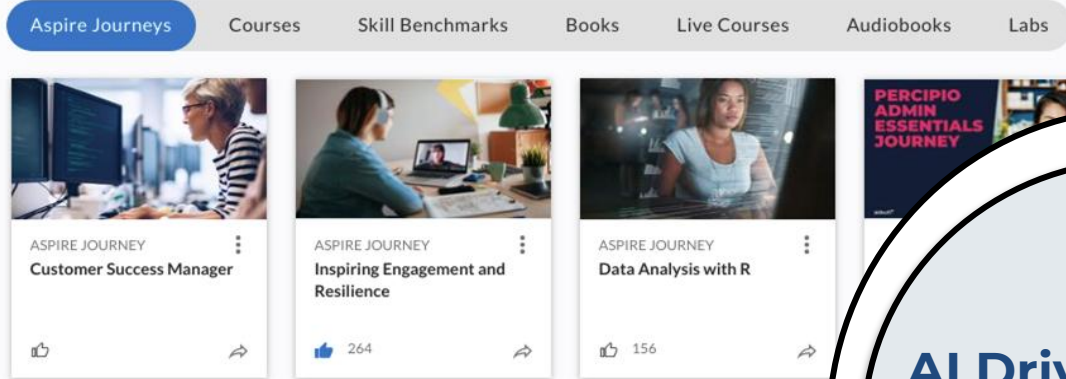


# Generative AI Behind MAHTEC Virtual Academy

Content generated based on the **Role** learner choose

Top picks for **Customer Success Manager**

Aspire Journeys Courses Skill Benchmarks Books Live Courses Audiobooks Labs

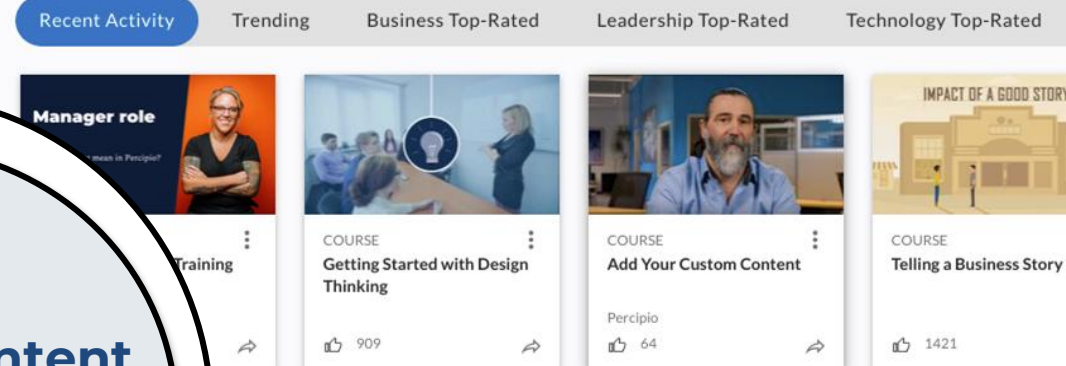


This screenshot shows a user interface for content recommendations based on the role of a Customer Success Manager. It features a navigation bar with tabs for 'Aspire Journeys', 'Courses', 'Skill Benchmarks', 'Books', 'Live Courses', 'Audiobooks', and 'Labs'. Below the navigation, there are four content cards. The first three are 'ASPIRE JOURNEY' cards for 'Customer Success Manager', 'Inspiring Engagement and Resilience', and 'Data Analysis with R'. The fourth is a 'PERCIPPIO ADMIN ESSENTIALS JOURNEY' card. Each card includes a thumbnail image, a title, and a like count.

Content generated based on the learner's **Learning Behavior**

Recommendations for you

Recent Activity Trending Business Top-Rated Leadership Top-Rated Technology Top-Rated



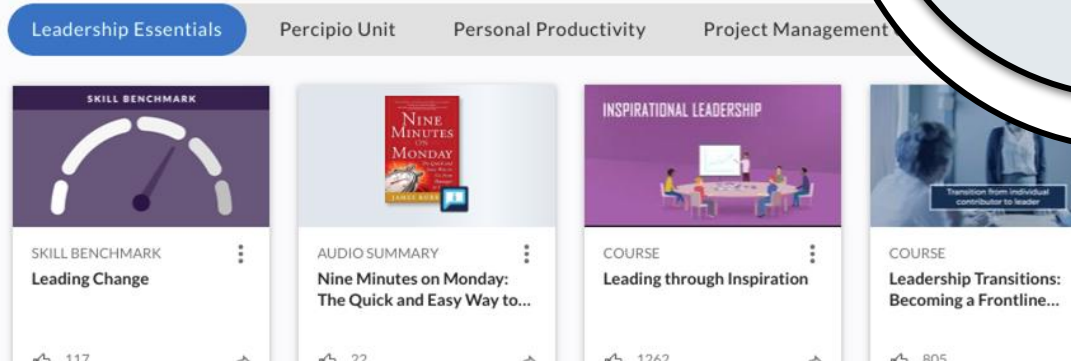
This screenshot shows a user interface for content recommendations based on learning behavior. It features a navigation bar with tabs for 'Recent Activity', 'Trending', 'Business Top-Rated', 'Leadership Top-Rated', and 'Technology Top-Rated'. Below the navigation, there are four content cards. The first is a 'Manager role' card. The second is a 'COURSE' card for 'Getting Started with Design Thinking'. The third is a 'COURSE' card for 'Add Your Custom Content'. The fourth is a 'COURSE' card for 'Telling a Business Story'. Each card includes a thumbnail image, a title, and a like count.

## AI Driven Content Recommendation In MVA

Content generated based on the **Skill** they are interested in

Based on your selected skills [Edit Skills](#)

Leadership Essentials Percipio Unit Personal Productivity Project Management



This screenshot shows a user interface for content recommendations based on skill benchmarks. It features a navigation bar with tabs for 'Leadership Essentials', 'Percipio Unit', 'Personal Productivity', and 'Project Management'. Below the navigation, there are four content cards. The first is a 'SKILL BENCHMARK' card for 'Leading Change'. The second is an 'AUDIO SUMMARY' card for 'Nine Minutes on Monday: The Quick and Easy Way to...'. The third is a 'COURSE' card for 'Leading through Inspiration'. The fourth is a 'COURSE' card for 'Leadership Transitions: Becoming a Frontline...'. Each card includes a thumbnail image, a title, and a like count.

Content recommended based on the result of **Skill Benchmarks Assessment**

Benchmark results

Based on your benchmark score, here are your recommendations:

Learn fast with 3-8 minute videos



This screenshot shows a user interface for video recommendations based on skill benchmarks. It features a navigation bar with tabs for 'Leadership Essentials', 'Percipio Unit', 'Personal Productivity', and 'Project Management'. Below the navigation, there are five video cards. Each card includes a thumbnail image, a title, and a like count.

# CAISY: AI simulator coach

Practice your skills real-time in a simulated environment covering a wide variety of mindsets, toolsets, and skill sets.

## How Can Simulated Conversations Help Your Employees?

Enhance skill development through the opportunity to practice skills in a more realistic environment

Increase confidence by making employees feel more prepared for the unexpected

Improve teamwork and collaboration by creating a more positive work environment built on effective communication

Increase productivity to proactively help resolve issues before they become a bigger problem

The screenshot shows the Percipio AI simulator interface. On the left, there are 'Scenario settings' including 'Scenario type' (PR Scandal), 'Scenario mode' (Practice), and 'Behavior' (Accepting). The main area features a large profile picture of a man and a chat window. The chat window contains a message from the AI SIMULATOR: 'In this scenario, you will be playing the role of the PR manager. Your company is facing a public relations scandal due to a popular social media influencer claiming that your company's product is harmful to the environment. This has caused a significant backlash from the public, and you need to act quickly to mitigate the negative impact on the company's reputation and regain the trust of your customers. You and the CEO called Anna have scheduled an urgent meeting to discuss the PR scandal and develop a plan of action. Your goal is to outline the current situation, discuss potential consequences for the company, and brainstorm with Anna to develop a multifaceted plan to address the scandal, communicate with customers, and improve the company's environmental practices.' Below this is a smaller message: 'You are the PR manager, please start the dialog.' At the bottom, there is a 'Your response' input field.

Our tools can build confidence and handling various workplace scenarios.

The grid lists the following simulation categories:

- Agile Tech & Product Team Simulations**: Practice conversations around agile principles and product team strategies. Learners will gain an understanding of how these teams operate and how va...
- Coaching Your Team Simulations**: Coaching Your Team simulations help to develop a managers' coaching skills to empower team growth through interactive sessions, role-playing, and...
- Customer Service Simulations**: Practicing customer service scenarios involves simulating real-life situations to develop skills for effectively handling customer inquiries, complai...
- First Time People Manager Simulations**: Empowering new managers to lead their teams successfully through interactive sessions and practical exercises. Learn fundamental skills lik...
- Leadership Simulations**: Leadership program develops skills like vision, strategic thinking, communication, team-building & decision-making to inspire teams to a...
- Procurement Simulations**: Simulated procurement scenarios are designed to enhance skills in supplier management, contract negotiation, and procurement policy compliance.
- Sales & Marketing Simulations**: Simulating sales and marketing scenarios helps individuals develop skills in prospecting, lead generation, sales pitches, and marketing strategies.
- Well-Being Simulations**: Practicing wellness and well-being scenarios involves simulating real-world situations to develop skills for promoting healthy habits and imp...
- DEI Simulations**: Practicing DEI scenarios involves simulating real-world situations to develop skills for responding to diversity, equity, and inclusion issues i...



## Power Up Your Hospitality Team with MAHTEC

- **Individual Champion:**

Equip yourself with industry-specific skills for just **RM799 (excluded SST)** for **12-months journey**. MAHTEC subsidising up to 50% discounts for MAH members only (market value = RM 1,500)

- **10 + 1 FOC Team Empowerment: Limited Time Offer !!!**

**Get 11 Licenses for the Price of 10 (SAVE RM799 !)**

- **Free Resource Vault:**

Access a massive library of >200,000+ resources for a year of continuous learning.

- **Exclusive Member Benefit:**

Unlock curated learning journeys not available to the public.

**MAHTEC**  
**Membership**  
**Perk Alert!**  
Deep Dive into  
Hospitality Skills &  
Unlock a Free  
Resource Library  
(> 200,000+).  
Don't Miss Out!



## VIRTUAL ACADEMY

Unlock Potential with AI-Powered Education

[www.mahtec.com.my](http://www.mahtec.com.my)

012 301 8477

Let's get started!

Email or login name

Next

Get the app

Improve yourself in minutes a day - anytime, anywhere.



[License Agreement](#) [Privacy Policy](#)

© Copyright 2024 Skillssoft Ireland Limited - All rights reserved.

Powered by 

**PLACE@MAHTEC**

Professional Learning Adult & Continuing Education

# FREQUENTLY ASKED QUESTION (FAQ)

## What is MAHTEC Virtual Academy?

Malaysian 1st Hospitality Generative AI powered Learning Platform  
Ultimate solution for empowering hospitality team with skills and knowledge.  
Continual improving micro-credential upload by subject matter expert.

## What are the courses provided in MAHTEC VA?

MAHTEC VA provides 6 pillars topic which includes:

1. Front Office
2. Hotel & General Manager
3. Housekeeping
4. Revenue Management
5. Sales & Marketing
6. Maintenance

## Is there any duration that a user can access to the content?

Yes, users are able to access the content for a period of 12 months.

## Will training be provided to admin and learner once purchased?

Yes, training will be provided for both admin and users once purchasing has been completed.

## Is support available?

Yes, MAHTEC VA provides 24/7 live chat that support users should they have any queries related to the platform.

## Who's to contact ?

Can reach out to WhatsApp hotline:-

Ken Cheah – HEAD of L&D

WhatsApp @ 012-3018477

## Does it have a minimum purchased?

Yes, minimum from 2 license onward per organization for talent development & progression.

## Is it HRD claimable?

Yes, it is HRD claimable.

## How to claim through HRD?

Awantec personnel will guide you through on how to claim through HRD.

## For non-Malaysian, do they need to pay by themselves to access the platform?

Yes, for non-Malaysian, they need to request to their organization if they are interest to access the platform. HRD claimable is only applied for Malaysian.