

University of San Francisco's Hospitality Management Program Incorporates Logi-Serve in Coursework Focused on Enhancing Guest Experience

Logi-Serve's Online Assessment Tool Introduces Students to Using Leading-Edge Technology to Improve Guest Experiences, Control Costs, Drive Revenue Growth

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In an effort to introduce its students to innovative technologies that are changing how hotels manage the guest experience, University of San Francisco (USF)'s hospitality management program is now including Logi-Serve's online employee assessment technology into its coursework.

USF's hospitality management department is known as the premier boutique hospitality program for preparing students to the global hospitality industry that places a high premium on the treatment and loyalty of guests. By incorporating Logi-Serve, USF is underscoring the unique innovation that the Logi-Serve solution brings to the industry and its importance for future managers.

Dr. David L. Jones, the program's administrative director, noted that, the hospitality industry is sharply focused on the importance of controlling turnover costs, while driving guest loyalty through top service standards and still maintain a profitable operation.

"Future success will require deploying new technologies that bring greater levels of scientific rigor and analysis to the hotel management industry," Jones said. "Logi-Serve is an outstanding example of how technology is being applied to our industry in ways that directly impact the bottom line."

Logi-Serve, a technology innovator in analytics-based assessment tools, is built on an advanced story-boarding platform that combines visual role playing with a proprietary business-analytics system to help organizations reduce costs, increase sales and drive high levels of service quality. Uniquely suited to the hospitality industry, Logi-Serve is the Preferred Hotel Group's exclusive assessment alliance partner in North America and has been selected to be showcased at the national HR Hospitality Conference.

Eric Krohner, Logi-Serve CEO said, "USF is showing leadership and vision in incorporating new technology tools like Logi-Serve into its curriculum. It understands that business students need to be comfortable with the latest tools that can be deployed to aid in developing a workforce that delivers on the promise of quality guest experiences and improving employee performance."



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— Dr. David L. Jones
Administrative Director, USF



About USF

The University of San Francisco is located in the heart of one of the world's most innovative and diverse cities and is home to a vibrant academic community of students and faculty who achieve excellence in their fields. Its diverse student body enjoys direct access to faculty, small classes, and outstanding opportunities in the city itself. USF is San Francisco's first university, and its Jesuit Catholic mission helps ignite a student's passion for social justice and a desire to "Change the World from Here." For more information, please visit www.usfca.edu.

About Logi-Serve

Logi-Serve is rapidly distinguishing itself as the market's leading innovator for companies seeking to predict customer-service ability, enhance customer experiences, increase sales and build a culture of sales and service excellence. Its patent-pending assessment tool poses questions based on story-boarded scenarios, and scores results using triangulation science. The result is the market's most direct link to predicting and shaping business outcomes.

For more information view the Logi-Serve website at www.logi-serve.com, email sales@logi-serve.com or call 1 (800) 698-0403.

