Mobilize Your Forces™ with Award-Winning Singlestep™

Bring Your Brand Standards and SOPs to Life with Stepwise™

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CEO - Founder
Company Overview

• We are a Seattle-based company with an Intelligent Platform for Onboarding, Workflow Execution, and Training

• Our revolutionary full-stack SaaS platform intelligently delivers Brand Standards and Instructional Content

• Our team has delivered successful products for Fortune 500 companies, including Apple, Holland America, Yamaha, Intel, NASA, Dept. of Justice, Dept. of Defense, Sandia National Labs...
The Hospitality Industry has significant operational challenges in deploying and updating timely and relevant information out to mobile workforces.

Brand Standards SOPs* are typically sitting on shelves in printed binders.
- Difficult to ingest
- Low retention
- Language issues
- Etc...

* Standard Operating Procedures
## Existing SOP problems solved with Stepwise

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
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</thead>
<tbody>
<tr>
<td>Brand Standards and SOPs are not digitized</td>
<td>Not mobile friendly</td>
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<tr>
<td>Difficult to ingest</td>
<td>No sequential prompts</td>
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<tr>
<td>Low retention</td>
<td>No updated content cues</td>
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<tr>
<td>Language barriers</td>
<td>Ineffective content searching</td>
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<tr>
<td>Cumbersome</td>
<td>No rich media for visual learning</td>
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<tr>
<td>Not dynamic</td>
<td>No context awareness</td>
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<tr>
<td>No metadata</td>
<td>No automation</td>
</tr>
<tr>
<td>Version control issues</td>
<td>No integrations available</td>
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<tr>
<td>Difficult and time consuming to update</td>
<td>Inability to incorporate Microlearning</td>
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<tr>
<td>Intelligent distribution not available by role or task</td>
<td>Inability to add communications</td>
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<tr>
<td>Currently for reference only, not purpose built to reinforce repeatability</td>
<td>Help (procedural, questions)</td>
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<tr>
<td></td>
<td>Resource assistance (supplies)</td>
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<td></td>
<td>Lacks tracking, accountability, and compliance</td>
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<tr>
<td>Unattainable results and analytics</td>
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Hotel Managers Need To:

**Drive organizational performance and significantly cut costs**
Singlestep and Stepwise to the rescue

**Optimize their staff and mobile workforce**
Mobilize employees of all languages, immediately improving operations and Brand Standards

**Show their employees what to do, and how to do it... effective from day one**
Deliver targeted and translated Brand Standards SOP execution tasks to employees’ mobile devices in simple, single steps, with Inline-Microlearning™

**Be in tune and keep their finger on the pulse**
Real-time tracking of task execution and general operations...
Summarized and presented in comprehensive managers dashboards
SINGLESTEP

An agile platform for intelligent delivery

• Auto-translates your Content into 20+ languages

• Gets the RIGHT content to the right PERSON at the right TIME

• Integrates into existing corporate infrastructure
Stepwise™ & Patented

Bring Your SOPs* and Brand Standards to Life

• Sequenced steps delivered to individuals’ devices
• Auto-translated into each person’s native language
• Saving valuable time and resources

* Standard Operating Procedures
Employees who learn ‘on the job’ are 262 percent more engaged than those who learn in classrooms or away from work - Harold Jarche
Stepwise™

Yearly cost savings for a 400 room hotel

30 seconds/room - $20,000+*

1 minute/room - $40,000+*

• Cut Training Costs
• Improve Productivity
• Reduce Onboarding Costs
• Obtain Detailed Analytics
• Ensure Compliance

* 400 rooms: $17/hour worker, 1 minute saved is worth $0.28 x 365 days in year = $41,000.00+
Your Brand Standards are **live and dynamic**, at the **brand, property, and department levels**.

Rapidly transform negative customer reviews and feedback into actionable updates in your Brand Standards.

Staff procedures are instantly updated to all employees correcting for **bad customer experiences**, and **missed opportunities with guests**.

Stay on top of protocols and compliance e.g. Chemicals, Fire Safety, MIPP.

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**Stepwise Manager Portal**

- Sequence of Service
- To maintain consistency and productivity, this sequence must be followed when cleaning a guest room.
- Worker Notes: Role: Mentor
- Panic Button: Role: Housekeeper

**Stepwise Editor**

- Title: Sequence of Service
- Cover: Logo
- Step ID: Cart
  - Description: It is the attendants responsibility to make sure their cart is complete with linen, supplies and room amenities when they begin their shift.

- Step ID: Entering Guest Room
  - Title: Upon Entering Guest Room
    - Date

- Step ID: Drapes and Lights
  - Title
    - Description: Open all drapes and turn on all lights. Ensure all lights are working.
Your Brand Standards brought to life in easy to follow, guided steps

**Stepwise Directed-Execution™**

- Guided step-by-step execution of your SOPs
- Immediate productivity from day one
- Management Dashboards provide summaries, and specific details of all tasks being performed. . . in real time

**Stepwise™**

Is your Fast Lane

Upon entering the guest room

Area around the bed is to be cleaned

Upon entering the guest room
Inline Microlearning™

Include help and training along the way

Each SOP step has associated and contextual help and training, readily available with a tap

Area around the bed is to be cleaned
Overcome language barriers

Instant translation of all employee interactions and communications into 20+ languages
Immediate Productivity: Directed-Execution™
High Retention: Inline-Microlearning™

![Graph showing retention over time for Traditional Training vs Inline-Microlearning™]

According to Learning & Development Roundtable, on-the-job training has three times more favorable impact than classroom training.
New employees: Guided and productive from day one
Long term employees kept up to date

Step checkboxes signal completion
Viewable live in management dashboard

New content is highlighted for easy detection
and rapid update assimilation

Current step indicator
keeps the process
orderly and on task
Inline-Microlearning™

Microlearning content such as PDF, Video and HTML may be embedded in each step.

One click and relevant training is presented (in this case a short video).
SingleTouch™ Interactions

A SingleTouch Button Panel may be embedded in each step
Customized as required

With just a SingleTouch, employees can ask for assistance
or request resources

SingleTouch buttons may be Integrated with existing systems
HotSOS, Opera, Alice, Nuvola, and many more
Contextual Seasonal and Event-based content

- Custom tags and schedules allow for SOP step nuances
- VIP Example: Include basket of chocolate-dipped strawberries
- Seasonal Example: In winter, do NOT include pool-side towel service
Turnkey SOP Digital Conversion Service

Your Brand Standards SOPs are digitized into live and interactive Stepwise documents using the Stepwise Editor.

Our content experts provide this service as needed.
You are ready-to-go from day one, with zero effort by the operators.

Integration with HR and other systems further enhance automation benefits.
• Responsive performance on ANY device and OS
• Proprietary content is securely protected (even on employee-owned devices)