

Weggis Academy

Advancing Hospitality and Beyond.

ACADEMY
WEGGIS
BUSINESS HOSPITALITY





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About Us

Weggis Academy is a **premium consulting and training** organization specializing in building a 5-Star Service Mindset that accelerates measurable business performance and long-term growth.

As part of Weggis Hospitality Group, we bring the proven discipline of international luxury hospitality into organizations across all industries. From Hospitality, F&B, and Tourism to Banking, Finance, Healthcare, Retail, Property, Corporate Services, and more.

Through **expert consulting, practical training, and high-impact service culture programs**, we help leaders and teams transform world-class service excellence into:

- stronger customer loyalty
- higher sales & conversion
- improved operational consistency
- sustainable long-term growth

Service is Strategy.



Mission

Our mission is to elevate people and organizations through training and consulting grounded in industry insight, academic rigor, and real-world application, **delivering strategic value technology cannot replace.**



Vision

To become Indonesia's leading service consulting and training institution that elevates business performance across industries by **advancing the power of a 5-Star Service Mindset.**



Core Values



Human-Driven Excellence

We place people at the center of every experience.

Unlocking Potential

We build high-performance service mindsets.

Asset Acceleration

We develop people as the most powerful strategic asset.

The Game Changer

We turn service excellence into your competitive advantage.



Our Core Services

Core Service Domain	Strategic Objective	Key Deliverables & Modules
Advisory & Diagnostic	Strategic assessments designed to identify performance gaps, operational issues, and growth opportunities.	<ul style="list-style-type: none">• Customer & Experience Audit• Operational Workflow Review• Culture & Capability Diagnosis• Journey & Service Standard Evaluation• Benchmarking & Best-Practice Assessment
Capability Building & Training Programs	Industry-specific learning programs that strengthen skills, elevate service behavior, and build organizational competence.	<ul style="list-style-type: none">• Executive Workshop (2-3 Days)• Immersive Multi-Month Programs (3-12 Months)• Customized In-House Training Tracks• Skills & Behaviour Reinforcement Modules• Learning Content Development (Manuals, SOPs, e-Learning)



Our Core Services

Core Service Domain	Strategic Objective	Key Deliverables & Modules
Leadership, Coaching & Talent Development	Empowering leaders and emerging talents with the tools, mindset, and discipline required to drive transformation.	<ul style="list-style-type: none">• Executive Coaching• Leadership Mentorship• Talent Pathing & Professional Growth Programs• Managerial Capability Acceleration
Culture Transformation	Organizational initiatives designed to embed a sustainable service mindset.	<ul style="list-style-type: none">• Culture Building Frameworks• Values & Behaviour Integration• Service Mindset Activation• Continuous Engagement & Reinforcement Programs
Events & Industry Engagement	Thought leadership and immersive learning experiences for large-scale audiences.	<ul style="list-style-type: none">• Corporate In-House Events• Conferences & Seminars• Live Online Masterclass• Certification & On-Demand Programs

Our Areas of Expertise



Customer Experience & Service Strategy

- Customer/Guest Journey Mapping
- Multi-Touchpoint Experience Design
- CX Process Optimization & Standardization
- Service Standards & Protocol Development
- Service Recovery & Complaint Management
- Experience Measurement & Quality Control

Commercial & Revenue Performance

- Sales & Service Effectiveness
- Conversion, Productivity & Cross-Selling Improvement
- Revenue Management & Pricing Strategy
- Distribution & Channel Optimization
- Upselling Skills Development
- Commercial Coaching for Frontline Teams

Brand Experience & Market Differentiation

- Brand Positioning & Experience Consistency
- Customer Trust, Loyalty & Retention Strategy
- Reputation & Review Performance
- Visual, Verbal, & Service Identity Alignment
- Digital Media Branding and Strategy

Organizational Culture & People Development

- Service Culture Activation
- Values-to-Behavior Integration
- Leadership & Managerial Capability Acceleration
- Talent & Workforce Optimization
- High-Performance Team Development
- Mental Health & Work-Life Balance Culture Building

Our Areas of Expertise



Operational Excellence & Quality Assurance

- Workflow & Process Optimization
- Frontline Capability Building
- Quality Assurance & Experience Controls
- Standard Operating Model for Service Operations
- Cross-Functional Service Alignment

Business & Service Transformation

- Experience-Led Growth Initiatives
- Multi-Branch Standardization
- Service Model Transformation
- Service Culture Integration Across Brands
- Digital Enablement for Customer-Facing Teams
- Organization-Wide Capability Upskilling

Hospitality Operations Excellence

- Rooms Division Operations
- F&B Operations & Service Flow
- Concierge & Butler Service Standards
- Housekeeping Productivity & Quality Assurance
- Property-wide SOP Design & Optimization
- Multi-Property Standardization
- On-the-Ground Service Execution & Performance Coaching

Guest Experience & Hospitality Performance

- End-to-End Guest Journey & Experience Design
- Service Standards for Luxury & Premium Segments
- Guest Engagement & Personalization Strategies
- Guest Review, Reputation, and Sentiment Performance
- Upselling & Revenue-Driven Service Behaviors
- Experience-Led Commercial Improvements (RevPAR, upsell, repeat stays)
- Brand Experience Consistency Across Touchpoints



Our Key Experts



Dr. Kamril A. Karim

Asia Regional Partner

A Malaysian renowned professional strategist, consultant, speaker, and corporate trainer for business management, soft skills and professional etiquette courses across Asia. He has worked with leading organization across Asia, such as Malaysia, Brunei, Maldives, and South Korea and have given business consultancy across companies, including BMW, Citibank, Shell, Hitachi, Motorola, and Techcryption. Holding a PhD in Business Management from the University of Manchester.

- ✓ Business Strategy
- ✓ Branding & Digital Media
- ✓ Sales & Marketing
- ✓ Professional Leadership



Pingkan Mangowal S.ST.

Learning & Development Expert

A professional with 10+ years of experience in Learning & Development with solid operational foundation. She has a track record across leading luxury brands including Four Seasons, InterContinental, Fairmont, and JW Marriott. She has led enterprise-level learning initiatives and built systems that strengthen people, service, and organizational performance and capability.

- ✓ Trainer Certified by BNSP Indonesia
- ✓ Service & Operational Excellence
- ✓ Capability Building, Coaching & Facilitation
- ✓ Quality Assurance & Impact Measurement



Our Key Experts



Steve Setiawan B.A., M.B.A.

Commercial & Revenue Management Expert

A highly accomplished professional with 20+ years of leadership in luxury resort revenue & commercial management. Former Cluster Director of Revenue Management for Anantara and Marriott Hotels, with notable experience at The Peninsula Hong Kong as Director of Revenue Management for Marriott, South China. Holds an MBA from Glion Hospitality School in Switzerland.

- ✓ **Commercial Strategy & Revenue Management**
- ✓ **Strategic Pricing & Revenue Optimization**



Harry Suryadharma B.A., M.A.

Commercial & Operational Expert

A senior hospitality executive with 25 years of Commercial and Operations leadership across world-class luxury brands, including The Ritz-Carlton, JW Marriott, Four Seasons, Hyatt, and Rosewood. Former General Manager of 5-star Marriott Hotels. A graduate of the International Hotel Management School in Switzerland with a Master's in Business Communication.



Syahril Lubis B.S.B.A., M.A.

Commercial & HR Expert

A senior hospitality executive with 25 years of Commercial and HR Operations leadership, with a proven track record of driving performance across leading global hospitality brands, including The Ritz-Carlton, Hyatt International, InterContinental Hotels, and Marriott International. A graduate of Hawaii Pacific University, holding a Master's Degree in Business Communication.



Work With Us



Led by Proven Industry Experts



Measurable Performance & Strategic Impact



Tailored Solutions to Your Brand & Business



Practitioners with Real Industry Background



Global Standard with Local Relevance



» Past Project Highlights

01.

IN-HOUSE TRAINING

We design and deliver customized training programs across sectors, from commercial and building management such as Danareksa and BSI Tower, to convention centers like BSCC, and hospitality including Gran Meliá.

Each program is developed based on the organization's context, working with teams across all levels from frontline to leadership to ensure relevance and practical application.





PUBLIC TRAINING

Through the **Weggis Professional Access Series**, we aim to contribute to raising service standards in Indonesia by making quality learning more accessible.

Our sessions cover key areas such as service excellence, leadership, and customer experience, including programs like 5-Star Service Foundations, Leadership Beyond Sales, and Complaint Intelligence, with future sessions continuously being developed.

03.

EVENT & INDUSTRY ENGAGEMENT

We engage the industry through curated forums and collaborations that encourage meaningful exchange.

Gen Z Hospitality Summit in Bali brings together emerging talents and industry leaders to explore the future of hospitality. Joint Afternoon Table in Jakarta, in collaboration with Liberty Communications Indonesia, convenes senior leaders to share perspectives on hospitality, brand building, and sustainable growth.



04.

WORK ACROSS INDUSTRIES

Our work spans across hospitality and a wider range of industries, reflecting the adaptability of our approach in different business contexts.

We have partnered with organizations across Indonesia and the broader Asia region, applying service and operational principles with a strong focus on relevance and execution.

**Let's explore how this can
work for your organization.**



Indonesia

- ✓ Injourney Aviation
- ✓ Kuwait Foreign Petroleum Exploration Company (KUFPEC)
- ✓ Bali Sunset Road Convention Center
- ✓ The Luna Uluwatu

Asia Region

- ✓ Shell Brunei
- ✓ Maybank
- ✓ Citibank
- ✓ Bank Negara Malaysia
- ✓ BMW
- ✓ Hitachi
- ✓ Eunsoo - Korean Skincare
- ✓ Obsess Cosmetics
- ✓ The Dental Atelier
- ✓ Siti - Beauty & Wellness Spa



ACADEMY
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