

ABSTRACT

The invention is an interactive platform which includes an educational and training content video library, to allow alcohol companies to conveniently reach, train and influence the on-premise service staff who sell their products across different service industries. Hospitality outlets and alcohol companies can upload training videos onto the platform for service staff to view at their own convenience. Quizzes administered after the training videos are played further enables the hospitality outlets and alcohol companies to monitor and enhance knowledge retention. The invention also allows alcohol companies to effectively update on-premise service staff on recipes and promotional activities relating to their products. The invention therefore helps to boost the sales of alcohol products by improving the quality of training for on-premise service staff as well as communicating information and new recipes in a simple, fast and efficient manner.