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SSI Brings AI-Powered Business Solutions to Training Centers Through New Partnership

DELRAY BEACH, FL – [July 21, 2026] Scuba Schools International (SSI) continues its commitment to delivering industry-leading technology and business solutions with the announcement of a new partnership with MOLA Solutions, providing SSI Training Centers with exclusive access to AI-powered tools designed to streamline operations, strengthen customer relationships, and accelerate business growth.

As one of the diving industry's most technology-focused training agencies, SSI is continually investing in innovative platforms that help its Training Centers operate more efficiently while creating exceptional experiences for divers. The partnership with MOLA represents another step in SSI's long-term commitment to equipping its global network with the resources they need to succeed in an increasingly digital marketplace.

"At SSI, we believe our responsibility extends far beyond delivering world-class diver education," said Guido Wätzig, CEO of SSI. "Our goal is to provide Training Centers with the technology, tools, and business solutions they need to thrive. MOLA is another example of how we're investing in innovative partnerships that help our Centers work smarter, strengthen customer relationships, and grow their businesses."

Built specifically for dive centers, MOLA combines customer relationship management (CRM), automation, and AI-powered marketing into one integrated platform. The system helps automate lead follow-up, simplify bookings and customer communications, reactivate past customers, increase online reviews, and centralize daily administrative tasks—all while giving staff more time to focus on delivering exceptional diver experiences.

Among its many capabilities, MOLA enables dive centers to:

- Capture and automatically nurture new customer leads
- Reactivate former customers through personalized marketing campaigns
- Improve Google reviews and online visibility
- Manage email, phone calls, WhatsApp, and social media from one dashboard
- Automate bookings, confirmations, reminders, and post-course follow-ups

As part of the partnership, SSI Training Centers receive exclusive discounted access to MOLA's services, along with educational webinars demonstrating how the platform can be implemented quickly and effectively within their existing business operations.

The addition of MOLA reflects SSI's broader strategy of continuously investing in technologies that help Training Centers become more efficient, more profitable, and better connected with their customers. From MySSI, Scubago, and industry-leading digital learning systems to AI-powered business automation, SSI continues to develop and deliver innovative solutions that help dive businesses teach more effectively, operate more efficiently, and grow with confidence.

As the diving industry continues to evolve, SSI remains committed to leading that evolution—providing not only the world's most comprehensive training system, but also the business technologies that help its Training Centers succeed for years to come.

For more information about the MOLA partnership and upcoming webinars, contact your SSI Key Account Manager or email jcm@divessi.com.