**CASE STUDY:**

**The President’s Portal: The Shift to Social eLearning**

A global hospitality company, this worldwide hotel cum resort is a widely recognized name in the hospitality industry. In business for more than 92 years, the company operates more than 540 hotels and resorts in 78 countries on all seven continents.

**THE CHALLENGE**

Although efficient employee training is vital to customer satisfaction, the hospitality industry has been slow to embrace new learning technologies, relying instead on Instructor-Led and On-the-Job Training. General Managers (GMs) needed a single central online location, where they could find information quickly by engaging with their peers in Canada, the United States, the Caribbean, and Latin America.

**APTARA’S SOLUTION**

In collaboration with the company’s learning team, Aptara designed the President's Portal as a Social eLearning Platform: a single-source leadership and business development tool for hotel GMs that integrates all the company's learning resources.

The Portal is equipped with the following features:

- Is accessible via smart phones and tablets
- Links to external web resources
- Links to documents on the company's own website, intranets, and LMS.

The online Portal built by Aptara has the following components:

- GM quarterly updates and recorded conference calls
- A featured Author Section and Best-Practices Library
- A link to external eBooks, and audio podcasts
- Information on the company's Worldwide University's Leadership College
- Archives of previous webinars and retired Portal content
- An archive of communications from the company’s President of Operations for the Americans
- An area to create and update user profiles
- Content from conferences

**THE RESULT**

The President’s Portal provides a fresh and innovative way for hotel leaders to interact. The success rate of the Portal continued to stand at 100% even after 6 months of the launch of the Portal.

The Portal promotes collaborative and social learning, allowing hospitality leaders to:

- Share creative ideas, knowledge, and information about meeting business goals
- Collaborate with colleagues in different parts of the organization around the globe
- Increase overall knowledge
- Blog about business challenges, revenues, cost control, and customer service
- Track and share best-practices in a central location and via social media
- Email all users simultaneously about content changes and updates to the Portal

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