

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