

Executive Summary

Mandarin Oriental Guangzhou, a luxury hotel, wants to ensure that its employees can remember as many details as possible from the hotel's standard operation procedures. However, traditional training fails to adequately and continuously teach employees, as most of the training material tend to be forgotten soon after the session.

Enter ATIOM, a startup that transforms training materials into daily quizzes and learning competitions on a mobile app. The Mandarin Oriental-ATIOM partnership has led to a 73% knowledge increase on training materials for Mandarin Oriental employees. When LQA, the leading luxury hotel assessment company, evaluated Mandarin Oriental Guangzhou, the hotel received a 95% satisfaction rate, its highest-ever score since opening.

Challenge: How can Mandarin Oriental ensure its employees are well-trained, knowledgeable, and offer the best experiences to its guests?

In order for the luxury hotel business to thrive, Mandarin Oriental must ensure that all employees remember and enforce standard operation procedures. However, traditional training is broken – employees tend to forget more than 70% of the material one day after the training, despite the billions of dollars that corporates spend on it each year. Crises for hotel chains arise when hotel employees fail to properly accommodate guests, often because they cannot remember the hotel's procedures and guidelines.

Mandarin Oriental had the following goals:

- Motivate employees to study the often-tedious standard operation procedures.
- Ensure all employees comprehend and remember procedures in detail.
- Quantify and track the comprehension level of employees and departments.

Solution: A mobile platform that trains and engages employees on a daily basis.

ATIOM helps corporates transform their training materials into daily sessions, quizzes and competitions that effectively engage their employees. The partnership with Mandarin Oriental works in the following ways:

- Mandarin Oriental uploads its training materials to ATIOM's platform.
- Through ATIOM's mobile app, employees engage with these materials in the form of daily lessons and quizzes. Their learning activities and knowledge levels are recorded.
- As all employees see the top 10 active learners and the top 10 active departments, they are motivated to learn better so that they can compete with their colleagues and move up the ranks.
- Mandarin Oriental can choose to reward top learners or link ATIOM activities with KPIs.
- Mandarin Oriental gets access to all data on ATIOM, which allows it to:
 - Understand performance and engagement levels of each employee; and
 - Identify business strengths and weaknesses by evaluating the comprehension level of each training module.

Results: 70% employee knowledge increase, 95% satisfaction rate.

From October 2017 to March 2019, the partnership has led to:

- **Knowledge increase:** 5 minutes of daily app usage has led to a 73% knowledge increase.
- **Quality Service:** LQA, the leading company in luxury hotel assessment, evaluates Mandarin Oriental's service quality on a regular basis. After Mandarin Oriental Guangzhou partnered with ATIOM, the hotel received an unprecedentedly high score of 95% satisfaction.
- **Daily engagement:** 68% Mandarin Oriental employees log in every day, even on weekends.