

IHG BUSINESS ADVANTAGE ELEARNING - CASE STUDY

THE CHALLENGE

IHG relaunched their Business Advantage corporate program. The goal was to increase incremental revenue through Business Advantage by 500% (£25 million) across the UK and Northern Ireland. To boost hotel knowledge of the Business Advantage program and encourage the conversion of leads from hotel employees, IHG commissioned a specific eLearning module that would be rolled out to employees across all 300 IHG hotels.

THE SOLUTION

PulseLearning developed an engaging, interactive and motivational custom eLearning solution.

PulseLearning worked closely with the IHG team in advance of development to identify specific learning objectives for the training course.

The course was specifically designed to:

- Educate employees on the program and its benefits
- Explain SOP changes within specific employee roles

In addition to creative content presentation to avoid cognitive overload, the PulseLearning Design & Development team incorporated a number of key design considerations to meet the overall learning objectives.

SOLUTION HIGHLIGHTS

1. Specific Learning Paths



2. Real-World Scenarios and Activities



3. Simulations



4. Video and Graphics



THE RESULTS

- ✓ Increased loyalty with improved hotel recognition and knowledge of the program
- ✓ 99% uplift in revenue year on year
- ✓ 98% of employees surveyed reported the eLearning course was beneficial in assisting them to perform their jobs.
- ✓ Significant savings for IHG on fees and employee costs

FOR MORE INFORMATION,

CONTACT: SALES@PULSELEARNING.COM

