

LXR Luxury Resorts & Hotels North America

Service is king in the hospitality industry. Competition is relentless and every advantage which truly impacts customer service must be leveraged since it can result in longer stays, return visits and directly affect the bottom line. Continually providing quality service and seeking ways to improve are clearly top priorities in the industry; however, the means to achieve these objectives are not always clear and well-defined.

Objective

LXR Luxury Resorts & Hotels (LXR) management stepped back to re-examine its objectives and identified language barriers as an obstacle affecting many facets of the organization – communicating with guests, level of service rendered to guests, dialogue among associates, and overall communication. Oftentimes miscommunication between associates themselves and with guests results in tasks not being completed accurately and guests' needs not being fully met; thereby, creating the potential for workplace and guest dissatisfaction. This too directly affects the bottom line. LXR needed a way to overcome the language barriers.

Solution

The decision was made to acquire a language learning tool that could be used throughout all thirty properties to improve language skills and bridge communication gaps; but what type of tool? Mark Eggers, Senior Director of Training Services, wanted a solution that is "engaging and has lots of versatility. If people aren't engaged or enjoying [it], they aren't going to learn," explains Mr. Eggers. The interactive capabilities of technology-based solutions steered Mr. Eggers to software. Mr. Eggers and LXR selected TELL ME MORE® Corporate powered by Auralog "because it is self-paced, highly engaging, online accessible and has a wide variety of activity types."

Ready, Set, Communicate!

LXR was very smart about introducing and promoting the opportunity for language learning. Paola Guerrero, HR Training Manager and LXR Service Coach, says that the complimentary language training was "presented as an employee benefit and promoted in New Hire and Management Orientations." Nicole Jantze, VP of Service Talent Acquisition explains that, "The messages about the new benefit conveyed that the language training provided them the opportunity to grow their proficiency and even learn a new language."

Ms. Guerrero remarks that implementation of software went smoothly. "Working with Auralog has been awesome. We have been lucky to have the unconditional support of the team. Auralog has gone above and beyond." A small group of managers and associates successfully piloted TELL ME MORE® prior to company roll-out. "Due to the success of the pilot, we decided to move forward with a customized program for LXR that was created in a way that we can offer a blended approach with online group classes and classroom style while incorporating content relevant to the hospitality industry," shares Ms. Guerrero.

"The solution is an entertaining and enjoyable way to learn; one of the best I've seen."

Mark Eggers

Senior Director of Training Services



Objectives

- Address and overcome communication gaps between associates and guests
- Improve ability to serve guests and quality of service
- Improve overall communication throughout LXR

Solution

Enrich the language skills of associates by providing opportunity for language learning. Auralog's TELL ME MORE® Corporate delivers a fully hosted, customizable online solution geared toward global organizations like LXR.

Results

- Improved communication, comprehension, and pronunciation
- Improved service to guests as well as fellow associates
- Solution embraced by staff
- Increased confidence and pride among learners



Custom Content for LXR

Industry-specific content customized for LXR called “Jobs in the Hotel Industry” explores the various facets of everyday operations of a hotel. Learning modules include banquet, housekeeping, landscaping, laundry department, steward, general and in-house vocabularies. Learning paths address conversations with guests, events and locations, staff, safety, maintenance, janitorial tasks and other hotel-related objects and situations.

Three additional modules are currently in development for LXR that will focus on cafeteria, public areas and service culture. Reinvesting in human capital demonstrates LXR’s commitment to training, employee satisfaction and enrichment. Improving the language skills of its staff will have a direct impact on the quality service delivered to guests and fellow associates.

Five-Star Results

Since July 2006, TELL ME MORE® has been available to all associates at every North American LXR property. Due to the anytime/anywhere online accessibility, associates have the opportunity to work in the solution from home as well as in the on-site classrooms. Currently over 70 associates are strengthening their skills in ESL (English as a Second Language), Spanish and French. The hospitality-industry custom content enables learners to combine their language learning with skill acquisition that is relevant to their workplace and positions. When accessing reports from the Teacher Tool portal, trainers have observed some individual and group learning trends, in addition to spending time with learners in the classroom. Learners are spending a great deal of time in activities which utilize speech recognition and SETS® (Spoken Error Tracking System). Trainers particularly like how the solution utilizes the power of speech recognition to enable learners to repeat what the native speaker says and record their own responses. As a learning tool, SETS® identifies letters and syllables that learners may be struggling with and focuses on them for further practice which is helping improve pronunciation. “These exercises are engaging and keep them coming back for more,” remarks Mr. Eggers. Assessment tests are being taken and progression in skill level is evident. “Additionally, other managers and I have



seen an increased confidence and pride in the associates who are taking advantage of the language learning and working in TELL ME MORE®. This only helps us as an organization,” Mr. Eggers explains. “Confident associates interact better with each other and especially with our guests. An associate who can understand someone else’s language can better satisfy their needs and truly make every guest’s stays more personal and memorable.” Personal service, great memories, return stays, happy employees, increased revenue – priceless in *any* language.

About Auralog

Auralog is the global leader in language learning software. The TELL ME MORE® suite of products is being used by more than 5 million learners worldwide and in more than 10,000 organizations. Auralog has offices in France, Germany, Spain, Italy, Mexico and China and headquartered in Phoenix, Arizona.



About LXR Luxury Resorts & Hotels

LXR’s collection of properties are some of the most treasured luxury resorts, hotels, spas, golf clubs and marinas in the United States, Puerto Rico and Caribbean. Providing unparalleled personal service is just one way that LXR is redefining *luxury*.

Check out LXR Luxury Resorts & hotels at www.LuxuryResorts.com.