

Customer Success Story:

Aspen Skiing Company



Corporate | Market Expansion, Customer Service,
Workforce Development



Business

A Global Accent on Service

Challenges

Aspen Skiing Company, LLC (ASC) is headquartered in Aspen, Colorado and has earned international recognition for on- and off-slope activities it provides guests at Aspen Snowmass. In keeping with ASC's globally-minded marketplace approach, the company believed that equipping employees with language skills was critical to business success. ASC felt that stronger language skills would allow the company to better penetrate emerging tourist markets, differentiate their customers' experience from that of their competitors, allow the ski school to communicate better with guests, enhance the customer experience provided by its hospitality services, and increase the effectiveness of ski patrol operations when responding to emergency situations. ASC wanted an online language solution that was accessible anytime, anywhere.

Implementation

ASC implemented the Rosetta Stone® Foundations for Business solution to prepare employees to focus more on the languages of customers and markets the company served. The program:

- Provided engaging, interactive language lessons
- Offered Live Tutoring in online sessions to build speaking confidence
- Assigned each license for 12 months
- Encouraged employee usage of 30 minutes per day, five days per week
- Included Administrator Tools to monitor and manage learner progress

Benefits

The Rosetta Stone® solution helped ASC develop employee language skills and:

- Improved the customer experience lifecycle across sales, hospitality, ski instruction, and ski patrol
- Increased positioning in emerging markets, driving increased sales
- Helped generate interest in markets where English is not the dominant language
- Provided additional differentiation from competitors
- Reinforced Aspen Skiing Company's position as an employer of choice



"Working with Rosetta Stone allows us to better serve our customers on and off the slopes. It also enables our employees to expand their skill set and grow within the company. It is a valuable tool both internally and externally for our business."

Jeff Hanle
Director of Public Relations
Aspen Skiing Company

Enabling Market Expansion

For Aspen Skiing Company, the value of language training manifests itself in several ways. Employees equipped with multilingual skills help create a comfortable environment that enhances the overall guest experience. When employees communicate in a customer's language, ASC gains a competitive advantage in its relationships with individuals and groups visiting from around the world. The Rosetta Stone® solution prepared employees to sell to and serve guests who speak little or no English. Language training has assisted the sales team as it seeks to build relationships and reduce communication barriers in key emerging markets. "Language is such a key part of a culture that learning Mandarin has helped my approach in becoming more involved in learning about China on a deeper level," said Candace Sherman, Senior International Sales Manager.

Enhancing Customer Experience

ASC focused employee language training on those areas where the customer impact would be greatest. At the ski school, instructors can spend five or more hours a day with guests, so developing language skills there was a priority. Rosetta Stone® Foundations was first piloted at the ski school because employees spend the majority of their day with a guest. "By improving my Portuguese, I will be able to make more personal connections, which are really important to Brazilians," said Kelly Beirsto, an instructor at the Aspen Ski School. "Having a better handle on the language will allow me to . . . provide my Brazilian guests with a better overall experience at Aspen." Other areas that benefited from language training included hospitality, where assisting guests in their own language is important, and on the ski patrol, where being able to ask relevant questions and understand responses in sometimes difficult circumstances is crucial to guests' health and safety.

Fostering Employee Development

Aspen is synonymous with a high-end experience for guests, but the company also seeks to provide an ideal work environment for its staff. "Offering the opportunity to develop new language skills through Rosetta Stone shows Aspen Snowmass' commitment to investing in its employees and leading the industry for international ski travel," said Sherman.

Preparing To Communicate

Rosetta Stone® Foundations provided ASC employees with an online language solution that built learners' confidence to speak their new language. Language Lessons presented an engaging, structured path for learners to develop language skills. Speech-recognition technology provided immediate speaking feedback, guiding learners to correct pronunciation. Live Tutoring sessions enabled learners to practice speaking online with qualified tutors who are native speakers. Interactive Games and Activities helped learners reinforce and practice what they learned. This complete approach to language training helped employees develop the language skills needed to enhance the Aspen Snowmass guest experience.

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**Kelly Beirsto, Instructor,
Aspen Ski School**



About Aspen Skiing Company

Aspen Skiing Company operates four mountains in the Aspen Snowmass area—Snowmass, Aspen Mountain, Aspen Highlands, and Buttermilk—the award-winning Ski & Snowboard Schools of Aspen Snowmass, The Little Nell and Limelight Hotels, Four Mountain Sports/D&E Ski and Snowboard shops, and numerous on-mountain restaurants. The Aspen Snowmass area offers unparalleled nightlife and off-slope activities as well.

Aspen Snowmass is accessible by two of the most convenient airports in the mountains—Aspen/Pitkin County Airport (ASE) (5 kilometers from Aspen) and Eagle County Airport (EGE) (112 kilometers from Aspen). For more information on Aspen Skiing Company, please call 800-525-6200 or 970-925-1220.

 www.aspensnowmass.com

About Rosetta Stone

Rosetta Stone is a global leader in technology-driven language and learning solutions for individuals, classrooms, and entire organizations.

Our scalable, interactive solutions have been used by over 12,000 businesses, 9,000 public sector organizations, and 22,000 education institutions worldwide, and by millions of learners in over 150 countries.

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Stone** 

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