



Case Study | Interstate Hotels & Resorts | Corporate | ESL and Foreign-Language Workforce Development

Embracing Diversity and Bridging Communication

Challenge

Interstate Hotels & Resorts was challenged in finding a language-learning solution that could support employees, embrace diversity, and open the lines of communication regardless of location around the globe. One focus was on improving guest relations by increasing communication between associates and guests through breaking down language barriers. With Interstate's venture into China, the need to speak Chinese, as well as the need for Chinese associates to speak English, quickly emerged. In addition, the growth in employees speaking languages other than the native language of managers prompted the company to find a solution to bridge communication. The company also sought a language solution that would offer a robust choice of languages for associates and a program structure that would allow them to learn any language regardless of their native-language background. Last, the need for a scalable, flexible solution that could be implemented in an online environment offering an anywhere, anytime solution was needed for success.

Implementation

Due to the global reach required for a language-learning initiative, Interstate Hotels & Resorts implemented the Rosetta Stone[®] Enterprise online solution. This allowed employees to access the program anywhere, anytime. Employee progress was monitored through Rosetta Stone Manager,[™] the administrative tool. Once assigned a license, associates were required to make progress in the program within 30 days of registration. After this, associates had to continue making progress over the next 60 days or the licenses were reassigned. Once the solution was implemented, the company found that its need for language learning expanded beyond Chinese and English, with requests for languages such as Spanish, French, and Italian.

Benefits

Interstate Hotels & Resorts has been utilizing the Rosetta Stone solution for language learning since 2010. The effective implementation of the Rosetta Stone[®] Enterprise online solution contributed to the company realizing the following benefits in 2011 as compared to the first 3 months of implementation in 2010:

- Successfully enhanced English language skills for China's Executive Development program
- 546% increase in overall learner hours in the program
- 94% increase in average time on task per learner



INTERSTATE
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At a Glance:

Interstate Hotels & Resorts is the largest US-based, dedicated global hotel management company, and along with its affiliates it manages and/or has ownership interests in nearly 400 hotels, with more than 70,000 rooms in 40 states, the District of Columbia, Canada, Mexico, Ireland, Belgium, the Netherlands, Russia, India, and China.

With over 50 years of experience managing hotels, resorts, and conference centers, Interstate is a proven choice among hotel management companies.

“Rosetta Stone has enabled Interstate to literally talk the talk with regard to one of our core values, ‘Embrace others’ differences with respect.”

—Bruce Barishman, **Director of Organizational Development and Learning Services, Interstate Hotels & Resorts**

Focusing on customer service

Interstate Hotels & Resorts implemented the Rosetta Stone® online solution to help reduce communication barriers within the business environment. One area of focus was on improving the customer experience at the company's locations. Associates were encouraged to learn the language of their customers, minimizing language barriers and improving customer service.

Celebrating diversity

Through implementing programs like the language-learning initiative with the Rosetta Stone® solution, Interstate Hotels & Resorts proactively selected and implemented programs that would emphasize the company's appreciation for diversity. As Bruce Barishman, director of organizational development and learning, stated, “Rosetta Stone has enabled Interstate to literally talk the talk with regard to one of our core values, ‘Embrace others’ differences with respect. This value permeates our relationships between all associates as well as with guests and vendor partners worldwide. Providing Rosetta Stone to all associates enables us to communicate with one another in a way that was otherwise not possible.” The language-learning initiative with Rosetta Stone has not only increased communication within the organization, but has promoted this core value and confirmed Interstate's commitment to embracing diversity.

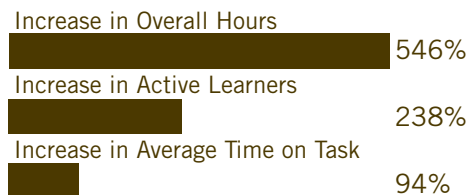
Growing as an employer of choice

The company focused on finding ways to continue to be considered an employer of choice for current and future associates. In a highly competitive personnel environment, offering programs like the Rosetta Stone solution provided associates another option for their own professional development. The company's goal was for its associates not to look at their employment with the company as just another job. Instead, Interstate focused on building

programs that would develop careers and encourage employees to make a long-term commitment to the company.

Realizing benefits

The effective implementation of the Rosetta Stone® Enterprise online solution contributed to Interstate Hotels & Resorts realizing the following benefits in 2011 as compared to the company's first three months of implementation in 2010:



By 2011, total hours studying languages grew to over 5,600 hours. During the first three months of implementation with Rosetta Stone in 2010, the total hours for learners averaged 860 for the three month period. With the growth in hours for 2011, the company experienced a 548% increase in overall learning hours with Rosetta Stone online licenses.

Interstate experienced a 238% increase in learners who were actively learning a language with Rosetta Stone when compared to active learners during the initial implementation. This was attributed to the increased opportunity of promotion and more effective management of licenses.

Average time on task per learner increased 94% since the start of Interstate's implementation. By the end of 2011, learners were spending an average of 6.17 hours in the program with the top 10% of learners accessing the solution over 35 hours.

Emphasizing executive development

Interstate Hotels & Resorts implemented an executive development program for associates. For example, this program was offered to executives in China. The company would send over senior managers or high potentials from locations in China to the United States to participate in a corporate training program. Because all training was delivered in English, the company would enroll participants in the program into the Rosetta Stone solution to help enhance their English skills. The company found that participants greatly improved their confidence to speak English to others because they had used the Rosetta Stone solution. In addition, the leadership team members from US locations were given the opportunity to learn Chinese when they

were given a travel assignment to company locations in China. The Rosetta Stone solution gave them the opportunity to learn the language from the very beginning and to build the listening and speaking skills required to be successful in-country when communicating with native speakers.

About Rosetta Stone

Rosetta Stone is the global leader in language-learning software. We have over 20 years of experience in developing award-winning innovations that improve the lives of people and operations of organizations every day.

Our proprietary and proven immersion method leverages interactive technologies to replicate the environment in which people learn their first languages and activates learners' natural aptitudes for learning a new language regardless of their language backgrounds.

We offer our clients scalable solutions for a variety of needs, from single classrooms to entire organizations and individual learners. Our solutions are implemented in over 15,000 schools, in more than 10,000 private and public sector organizations, and are used by millions of learners in over 150 countries throughout the world.

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Business