



Rosetta Stone Customer Spotlight:

PPHE HOTEL GROUP

PPHE Hotel Group improves guest service and upskills team members by providing language learning opportunities and development

PPHE Hotel Group: respect, teamwork, enthusiasm, commitment, and care

PPHE Hotel Group is an international hospitality company with a turnover of over of £325.1 million in 2017. It seeks to differentiate itself from its competition by offering guests a unique welcoming, friendly, comprehensive service.

PPHE Hotel Group aims to ensure its team members have positive working relationships and foster an environment based on trust, respect, teamwork, enthusiasm, commitment, and care. The company prides itself on cultivating an environment that inspires guests through individuality and passion, and delivering inspirational service to its guests.

The challenge: guest feedback highlighting a need for increased English language skills

PPHE Hotel Group welcomes and regularly reviews feedback from guests through customer surveys at the conclusion of their stay, and monitors the customer reviews submitted on online travel review websites. The company found that several customers were commenting on its team members' lack of English communication. While guests have enjoyed their stays overall, within the time period of January 2016 to October 2016, there were more than 250 complaints from guests about team members not being able to communicate effectively in English.

This feedback enabled the leadership team at PPHE Hotel Group to further recognise and act upon the need to maintain and improve certain language skills as part of the Group's dedicated service delivery programmes. This feedback presented an opportunity to help develop team members' language skills and in turn unlock the potential of its team members to enable further learning and career progression.

PPHE Hotel Group in the UK saw that this feedback was a common trend that affected team members in several areas, including housekeeping, food and beverage, and front of house. A quick and effective large scale English language learning and development strategy was needed.



The aim: support team members with improved English language skills

PPHE Hotel Group chose the Rosetta Stone® Catalyst™ program to deliver a robust e-learning solution, initially purchasing 50 licences to roll out across its UK-based hotels.

Language leader Rosetta Stone caters to the needs of business learners and effectively supports their diverse language-training needs by offering targeted instruction for every learner, and delivering content and activities that increase staff engagement.

Before the programme was rolled out in August 2017, Rosetta Stone built a comprehensive implementation plan so that PPHE Hotel Group and Rosetta Stone could fully understand each other's goals. This involved the creation of a learning plan to help ensure learners met their language-learning objectives and, ultimately, ensure that PPHE Hotel Group could achieve its desired aim.



PPHE Hotel Group knew that its front of house team members had a learning requirement and so needed to establish who should have access to a licence. To help with their initial learning needs analysis, Rosetta Stone in partnership with PPHE Hotel Group organised and delivered a large scale "English Screener" test to measure the English proficiency of all front of house team members. This helped in assigning the 50 licences to team members with the biggest learning needs.

The approach: a blend of face-to-face and online learning from Rosetta Stone

"We needed a solution that would not only work, but work at scale – and its Catalyst program did just that for us," said Paresh Vara, Regional Training Manager UK PPHE Hotel Group. "Rosetta Stone lets our team members learn at their own pace, around their schedule. The immersive learning aspect coupled with tutoring means they are learning English like they would have learnt their mother tongue – plus it gives them the confidence to speak to guests while continuing to deliver inspirational service."

"Our guests were enjoying our hotels, but unfortunately some of our team members had minimal English language skills. This was leaving a lasting negative impression on our guests so we knew we needed to make changes quickly."

**Jaklien van Sterkenburg, Executive Vice President
People & Culture | Head of HR. PPHE Hotel Group**

PPHE Hotel Group asked all team members using Rosetta Stone® Catalyst™ to commit to a minimum of four hours on their language development and attend two live tutoring sessions each month.

An average of one hour a week of language learning, during working hours, was supported by the team member's line manager. This ensured a dedicated time team members could devote to their language learning and a smooth development of their language capabilities. PPHE Hotel Group also recommended they schedule at least two Rosetta Stone slots of 30 minutes each per week.



In addition, PPHE Hotel Group encouraged users to utilise the live tutoring element, as it allowed them to practice their skills with a native-speaking tutor and increase their confidence in speaking in their new language.

In order to encourage and further develop their team members' language learning, the line managers and HR team had usage competitions as a way to incentivise and reward team members that completed the highest number of courses/activities each month. This was to encourage everyone to make the most of their access to Rosetta Stone, as well as recognise the team members that were working hard to develop a new skill to better the company.

"Rosetta Stone has helped give our team members the confidence to provide our guests with the service they want and deserve."

**Jaklien van Sterkenburg, Executive Vice President
People & Culture | Head of HR. PPHE Hotel Group**

Results: happy team members, happy guests

Since implementation in August 2017, PPHE Hotel Group team members have already seen results. One of PPHE Hotel Group's top learners, Miroslaw Grzybowski, at the Park Plaza in Nottingham, said, "...this course is already helping me to improve my career by enabling me to communicate in my daily life – something I never felt very confident with before."

Overall, employee feedback has been very high, with 70 percent of team members agreeing that Rosetta Stone is helping them improve their English, as well as their confidence in speaking to hotel guests.

Of equal importance, in the last six months, the amount of guest feedback mentioning the lack of English skills in PPHE Hotel Group team members has decreased by 35 percent. This shows a demonstrable improvement in the overall language skills of PPHE team members in a short amount of time.

The successful results from the UK implementation of Rosetta Stone has shown such positive impact for business that PPHE Hotel Group now plans to roll out 100 more Rosetta Stone licences in its hotels in The Netherlands, Germany, Hungary, and Croatia.

"Rosetta Stone is already helping me to improve my career by enabling me to communicate in my daily life – something I never felt very confident with before."

Miroslaw Grzybowski, Porter at Park Plaza Nottingham, UK

Employee feedback

Poland native Miroslaw Grzybowski has been with PPHE Hotel Group since 2016 and started using Rosetta Stone to further his English skills at the Park Plaza in Nottingham:

"At the moment I am learning how to provide the best customer service. This course is already helping me to improve my career by enabling me to communicate in my daily life – something I never felt very confident with before. Its blended learning approach means I can learn in and outside of work. I definitely recommend Rosetta Stone."



About PPHE Hotel Group

PPHE Hotel Group owns, co-owns, manages, operates and franchises upscale and lifestyle hotels in major gateway cities and resort destinations through the Park Plaza Hotels® & Resorts and art'otel brands predominately across Europe. The Group's portfolio comprises 39 hotels offering a total of nearly 9,000 rooms. The development pipeline includes two new art'otels in London which are expected to add an additional 500 rooms by the end of 2022.

 www.pphe.com

About Rosetta Stone

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

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

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