

HYATT®

Hyatt Hotels Corporation is a global hospitality organization with nearly 85,000 employees and prides itself on delivering best in class customer service. To accomplish this, Hyatt has standardized training of all processes and procedures. Hyatt has begun to film these instructional demonstrations, policies that were previously in document form and emailed to new hires.

Hyatt had initially installed a video sharing platform that was expensive, slow, and not scalable, prompting them to continue relying on the emailable documents. Yapmo's Loop + Video solution has given Hyatt an affordable platform that is fast and works across the globe, allowing them to trade in written policies for visual instruction.

Hyatt's Results with Yapmo Loop + Video:

Since launching Loop + Video, Hyatt has seen a drop in server resources and bandwidth while experiencing a high user adoption rate and better informed employees.

As a global organization, Hyatt makes sure that the highest of standards are being met at all of their locations through clearly defined processes and procedures, though communicating these policies with the nearly 85,000 employees is no small feat. Hyatt had previously relied on written documents that would be emailed to new employees, but soon realized this form of communication was not clear and often left employees confused and asking questions.

Hyatt began to film the processes and procedures to better instruct employees, uploading them to a video sharing platform for employees to access. The platform Hyatt initially installed was expensive and slow, causing low adoption rates and the continued reliance on the original documentation.

Hyatt tasked Yapmo to provide an enterprise-level content delivery solution that would end their need to email once and for all. The new system needed to be cost effective, fast, operate on tablets and smartphones, and could easily integrate with Hyatt Connect, their employee intranet.

Hyatt selected Yapmo's Loop + Video solution to replace their existing platform. Loop + Video enables employees to easily publish, view, and share recorded content, such as demonstrations, internal case studies, customer testimonials and in Hyatt's case, internal policies for employees. The new solution is cloud-based, so no infrastructure changes were required, and works on mobile devices.

Hyatt has integrated Loop + Video into Hyatt Connect and transferred existing content onto the platform. Employees around the world no longer have to search through their email archives to find the documented policies; they can easily access the videos online without the worry of slow connections.

THE CHALLENGE

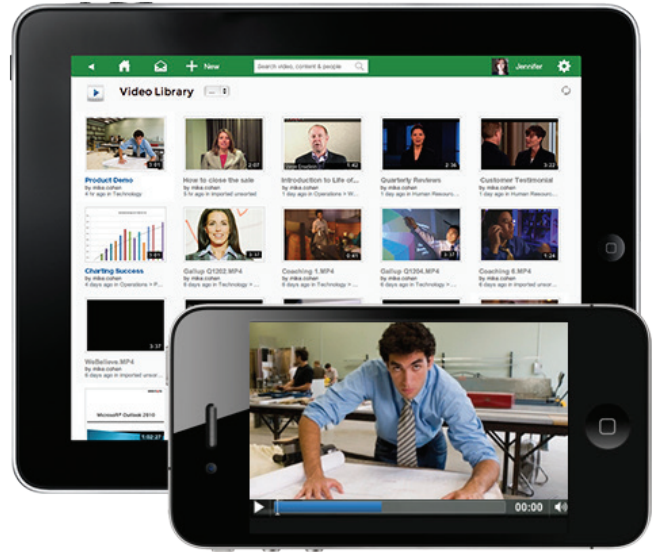
LOOP + VIDEO

loop + video

“Loop + Video has enabled Hyatt to better engage with employees through our own private video sharing platform. It easily integrated into our current system and employees can share and view videos on any device, from any location.”



Mike Cohen, Collaborative Systems Lead, Hyatt Hotels Corporation



RESULTS

Loop + Video is hosted on a global content delivery network. Hyatt employees in China, Japan, India, Brazil, and all across the world can access videos at the same speed and time as Hyatt personnel in the United States.

Previous communication was reliant on archaic email systems that could not organize dialogue cohesively or support images. In the first two months of launching Loop + Video with Hyatt Connect, over 500 videos were uploaded and viewed more than 75,000 times.

Loop + Video has given Hyatt employees worldwide their very own mobile app to share photos, videos, files, and other content that was previously handled through inefficient mass email communications. Hyatt managers, directors, sales teams, concierge, staff, and executive leadership utilize Loop + Video for lessons learned from conferences, feedback from Hyatt's most valued customers, and words of wisdom from Hyatt's management and executive team.

loop + video

mobile. social. video.

Founded by Paul Everton and Jason Pritzker in 2011, Yapmo is disrupting internal office communications and providing a more effective and efficient means for group collaboration. Through mobile, cloud-based solutions that dramatically reduce email inside a company, users are notified only when communications are personally relevant, leading to more engaged, innovative, and productive employees.

Prior to Yapmo, Everton and Pritzker were the force behind Visible Vote, a platform that changed the way constituents connected with elected officials.

GET STARTED WITH YAPMO

To see how Yapmo can accelerate your business, or to set up a demo, contact us at +1-855-488-3401 or email us at info@yapmo.com.



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