CASE STUDY

A leading hospitality and hotel company protects its brand and its guests with Shiftsmart safety audits

THE CHALLENGE

Ensuring safety and consistency during the COVID-19 pandemic

As a leading hospitality company with over 950 properties reopened to guests in the wake of the COVID-19 pandemic, the executive team mandated a global set of safety protocols. With locations around the world, however, the organization struggled to know whether the standards were being reliably followed at each of their hotels. This lack of visibility put their brand, employees, and most importantly, their guests at risk during this uncertain time.

THE SOLUTION

Shiftsmart audits 700+ properties in 50+ countries in seven months

The company selected Shiftsmart, through a consulting partner, to build and execute a global safety audit program across their wide-ranging portfolio. Instead of using multiple subcontractors with varying levels of quality and cobbled-together data, Shiftsmart served as a single centralized partner. This enabled the hospitality brand to considerably decrease program overhead and cost. In just seven months, Shiftsmart performed over 700 consistent, trustworthy audits in 50+ countries on six continents.

RESULTS TO DATE

700+ PROPERTIES audited across **50+ COUNTRIES**

400 AUDITS completed in first **2 MONTHS**

ALERTS EVERY 24 HOURS if there compliance was at risk

Respond to dynamic circumstances in **REAL TIME**

Launched **GLOBAL AUDIT PROGRAM** in **2 WEEKS**

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High-quality auditors were a top priority for the hospitality company's team. The safety audit program required the auditor to interact with the hotel GM and its employees, so a professional demeanor was paramount. Unlike a standard mystery shopping program, Shiftsmart engaged every potential auditor in a rigorous screening process followed by comprehensive virtual training. This ensured that no matter the property location, the organization could rely on the auditor's performance and the quality of their data.

Speed mattered as well. As hotels competed for a significantly reduced number of travelers, the hospitality company needed to open its doors with confidence. Shiftsmart successfully audited 50% of its global portfolio, approximately 400 locations, in the first two months of the program. With real-time data and custom report cards for properties that failed the audit, hotel GMs gained the information and insight they needed to make meaningful changes, fast.

75% of travelers said that employees wearing personal protective equipment (PPE) and third-party certified sanitation reviews offer them a sense of security.

THE RESULTS

Safer hotels, happier guests, better business

With Shiftsmart, this leading hospitality company achieved unprecedented insight into property performance during a critical time for its business. The Shiftsmart safety audit program enabled the organization to:

- Learn within 24 hours if there was a failure on employee mask compliance

- Quickly remediate locations with employee non-compliance using a 15-point location report card that leadership could forward directly to the hotel GM for immediate action and issue resolution

- Respond to dynamic circumstances in real time with a flexible program that could be updated on the fly

- Boost customer satisfaction and loyalty with a safe, consistent guest experience

- Protect the brand by mitigating issues before they escalated to government authorities or created PR challenges

Recruited, Screened, and Trained Auditors in over **65 COUNTRIES**

Deployed Auditors to nearly **1,000 GLOBAL PROPERTIES**

Location Level Results **DELIVERED** to Executive Leadership **WITHIN 24 HOURS**

ENABLED IMMEDIATE REMEDIATION of COVID safety issues at properties around the world

Protect your people AND your brand

Shiftsmart safety audits deliver deeper insights, faster, with the power of the modern workforce. Visit **www.shiftsmart.com or email info@shiftsmart.com** to learn more about our range of custom business audit solutions.

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