

FAST FACTS

Client

Sunwing Travel Group is the largest integrated travel company in North America.

Training Challenges

To safely reopen after COVID shutdowns, Sunwing needed to deploy and track targeted safety and compliance training — fast.

Solution

Expert assistance from SmarterU's Admin Services team enabled Sunwing to roll out urgently needed training quickly and get their team safely back to work.

SmarterU Admin Services & Sunwing Propel Smooth Travel Group Reopening

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The team at SmarterU have been exceptional partners to us at Sunwing Travel Group. They dig in with us and try to innovate quickly and efficiently. We have a lot in common: driven to make our customers' experience valuable, focused on solutions, and of course, Canadian.

— Deon Blyan – Director, Global Talent Development, Sunwing Travel Group

sunwing
TRAVEL GROUP



The Client

Sunwing Travel Group, North America's largest vertically integrated travel company, includes a tour operator, an airline, a destination management division, and nearly 50 all-inclusive hotels and resorts. The company's entrepreneurial, passionate, innovative, and customer-centric values drive their purpose, as reflected in the many industry awards they've garnered.

Social responsibility is a priority for Sunwing, which is proud of its commitment to the health, safety, and security of all employees, customers, guests, contractors, and visitors. Sunwing Travel Group has made significant strides toward promoting diversity, inclusion, and belonging as signatories to the Black North Initiative pledge and their Global Harassment Prevention & Response initiative in partnership with White Ribbon Canada.

The Sunwing Foundation, a charitable initiative established by Sunwing's owners, supports youth development and humanitarian aid in communities where Sunwing's resorts and tours operate.

The Challenge

COVID-19 shutdowns devastated the travel industry in 2020, leading to shutdowns and mass layoffs. When it became safe to begin reopening hotels and operating flights and guided excursions, Sunwing needed to train hundreds of employees on new health and safety protocols as well as new approaches to safely serving customers in a drastically changed environment.

They needed to deploy and administer the training, fast, with accurate reporting on who had completed it. Training had to be narrowly targeted to employees in different job roles and locations: airline operations, inflight crews, travel agent branches, hotel operations, and multiple corporate offices.

Luckily, Sunwing was able to call on the Neovation LMS Administration Services team to provide expert assistance in quickly enrolling employees in mandatory training, tracking progress and results, and generating training reports. Sunwing outsources very few operations, but highly values the relationship and trust built between their in-house Talent Development team and the Neovation team.

The Solution

The Admin Services team excels at delivering nuanced solutions that leverage the SmarterU training delivery platform. The team's long-term relationship with Sunwing Travel Group enabled them to seamlessly provide remote assistance and guide Sunwing through a complex process of preparing employees to return to a changed work environment.

With the surge in demand for training, the team sprang into action, quickly handling enrollments for mandatory training needed before employees could return to work. With its deep knowledge of the Sunwing configuration, Admin Services was able to help Sunwing deliver the right training to each learner, based on their job role and location, and follow up with regular progress and completion reports.

The team's help with a staggered roll-out of training according to learners' return-to-work dates was "a godsend," that ensured a smooth path to reopening Sunwing's properties and services, according to Cal Rolle, Sunwing's manager of training and development.

The strong collaboration enabled Sunwing to track completions, and verify that "employees have the knowledge they need to do their work safely and efficiently and effectively," while sharing a consistent message across all divisions and the leadership group, Rolle said.

Confident that they could rely on the Admin Services team, Sunwing did not have to worry about training delivery, enrollments, or reporting. Weekly meetings and the team's fast response times ensured that Sunwing was always up-to-date on progress and results.



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It's been an awesome, awesome experience over the last 2 years ... The Admin Services team demonstrates to me that, even if I am one of thousands of clients, I'm getting a very personal experience, as if I was the only client. I don't think that I can say that I have had a similar experience with other providers. It's really top-notch!

— Cal Rolle, Manager, Training & Development, Sunwing Travel Group