



A pioneer in innovation: Meliá re-visions hotel training with **game-based learning**

Sector
Hotels

Program data
Users: 6,000

Challenges

- ◆ Developing employees' non-technical (soft) skills, strengthening the company's human capital.
- ◆ Delivering innovative training that motivates staff to complete it and provides a foolproof solution to the low completion rates synonymous with other training models.
- ◆ Improve employee engagement and experience with the different training actions, through gamification and serious games.

Solution

Game-based learning has been the ideal solution for improving how employees train their skills. Meliá exemplifies several benefits this methodology offers, including self-development, self-motivation, and hands-on learning. Through a catalog now boasting more than 60 training courses, the company has been able to increase employee participation in training, improve knowledge retention, and strengthen the skills its employees need to succeed at work.

The company has taken on a variety of initiatives to bolster results. Some of their efforts include scheduling training actions around specific events such as Agile Manifesto Day or Sustainability Week. They have also created classes for leaders of different teams to compete against each other and offered recurring courses for transversal skills such as negotiation, productivity, and leadership throughout the year.

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"Learning is most effective when it is enjoyed as a game. If we have fun while learning, this knowledge is acquired naturally. With the courses in video game format we have managed to turn training into an exciting adventure for our employees."

Pilar Moreno | *Learning Specialist*

Results

The learning experience was rated favorably by learners, who described it as dynamic and offering a good combination of theory and practice. They emphasized how useful the lessons were in both their personal and professional lives, the courses' dynamic and fun approach, and how the lessons are presented in a fun way, which makes learning more effective, engaging, and motivating.



Metrics

- ◆ **99%** of users found what they learned to be applicable in their daily lives.
- ◆ **96%** of users would recommend the courses.
- ◆ The overall **NPS** (52.9) was 77.9 points higher than the average of other formats.
- ◆ Total training hours: **5,094**
- ◆ Average training hours per person: **8.8**
- ◆ Average score: **8,5/10%**