



Case study: Travelodge

PC COACHING HIRED BY TRAVELODGE BOSS

Mobile learning room provides IT training solution for 3,000 Travelodge staff

Need

- Travelodge, the UK's fastest growing hotel brand, needed to train approximately 3000 staff in hotels across the UK on new purchasing software (SAP) - the backbone of its Back Office Systems Solution (BOSS)

Solution

- Travelodge chose to use a PC Coach - a state-of-the-art mobile training facility capable of training twelve people at one time
- The coach was branded in line with Travelodge's identity and named the BOSS bus
- The coach visited select Travelodge hotels within specific areas in the UK to train district and hotel managers from that district. The coach was parked in each relevant Travelodge hotel car park for two days for each training session

Result

- The mobile learning rooms ensured flexibility, convenience and proved to be highly cost-effective
- By taking the training to staff, there was no significant disturbance to work schedules as staff remained on site
- The new purchasing software roll out ran smoothly to time and budget
- In 2006, Travelodge extended its agreement with PC Coaching to continue using a PC coach to train staff at new hotels as they open. In future, the training will cover all the IT systems used in the hotels

Travelodge training and brand support manager Jane Frost comments:

"We're always challenging existing procedures to identify improvements and the BOSS Bus is a prime example of how we have enhanced our training programme."

"The training module and bus layout made it feel like a one-to-one session, making it easier for delegates to learn how the system works. Plus, everybody loved the vehicle's striking design and comfort and it made the learning environment fun."

