

# Creating brand ambassadors from day one

Digitizing brand orientation training is one thing. Capturing the essence of a hospitality icon and instilling that in every new associate is quite another. That's why Kempinski chose us.

## TOOLS & FEATURES



Soft skills training



Localization Services

## CHALLENGE

Kempinski is a name synonymous with opulent luxury. And their reputation is no accident. Years of insights, dedication and experience have made them leaders in providing truly remarkable Guest experiences. But an overreliance on live training and a wealth of paper-based material had made distributing and digesting this knowledge, particularly for new associates, complicated and expensive.

Lobster Ink was already familiar as a complement to the existing training initiatives, with various hotels within the group already subscribers to specific [Hallmark content](#). But the opportunity to transform how every new team member experienced the brand as engaging digital content represented an exciting opportunity for every stakeholder.

## SOLUTION

To capture the essence of the Kempinski brand, Lobster Ink learning consultants started with 'The K Way' an existing training resource that spoke to the brand's DNA. In partnership with senior training managers, we identified individual real-life stories that were a reflection of the Kempinski values. Stories like the time when a little boy was distraught at losing his favorite teddy bear only to find a new one waiting for him in his room the next day. These personal touches are synonymous with the anticipatory service Kempinski is known for so we contacted the concierge whose story it was and made him the star.

We then found similar stories of real Kempinski associates who exude the brand's values. Shooting on location, we created HD video training that captured the soft skills, behaviors and attitudes that not only set an expectation for new team

members but that inspire them to exceed every Guest expectation. Available with German or Mandarin subtitles, the training was distributed on the Lobster Ink platform to Kempinski learners around the world.

Now, regardless of the availability of a live trainer, every Kempinski associate starts with a deeply entrenched understanding of the organization's values and a sense of pride that comes with working for such an established brand.

## RESULTS

Despite no initial KPIs being set, the Lobster Ink training has had an impact in several key areas:



A decrease in reliance on paper-based and live training for brand orientation.



An increase in brand orientation training efficiency for subscribed hotels.



Reduced cost as a result of less frequent live training initiatives for subscribed hotels.

Since the development of the brand orientation curriculum, Lobster Ink training has been linked to a notable increase in Guest satisfaction and is now mandated. In fact, a key factor in Kempinski General Managers achieving their bonus is the successful completion of the Lobster Ink training by their teams.

