

# Choice Hotels Partnership Report



## **What challenge(s) or needs was your organization facing that prompted you to contact The Bob Pike Group?**

We weren't seeing effective results from our existing training programs. Our training program for new support coordinators was a five-week, intensive course; and yet at the end of those five weeks, coordinators were still unable to effectively handle support calls. Equally important, they KNEW they weren't ready. Morale and career satisfaction lagged behind other departments. Our attrition rate was high. Sometimes less than 50% of the class completed the initial 5 weeks.

## **Describe the decision-making process and how you gained management buy-in to move forward with a partnership with The Bob Pike Group?**

Our relationship with The Bob Pike Group began with a half-day CTT train-the-trainer session in Phoenix. After this workshop, we decided this type of training was what we needed to be looking for. So we decided to invest in completely reworking our call center training program.

## **What caused your organization to choose The Bob Pike Group over other vendors as a partner?**

We had heard through various sources that The Bob Pike Group was effective at helping companies improve their training efforts. So we decided to give them a shot with a half-day CTT train-the-trainer session.

## **What measurable, quantitative results has your organization recognized as a result of the project with The Bob Pike Group?**

Due to greater training efficiency our support training class decreased from five weeks to three. At the end of that new shortened training, coordinators are able to handle calls more effectively. In fact, after just one week of the new training content, coordinators are handling test calls better than associates who went through five weeks of the old content.

Quantitatively, when looking at the effectiveness of our support classes, it's easy to see that the revised training is having a positive impact. In our February class, the average talk time for new coordinators in the first month was 20 minutes per call. Two months later, average talk time for new coordinators in the first month averaged 16 minutes per call. This shows that the new hires are understanding the content better when exiting the class.

Additionally, we've applied The Bob Pike Group techniques to all our franchisee training courses. The training content we deliver to customers in the field has been revamped, and our trainers were re-trained. We've since experienced increased attendance in our regional workshop events. Franchisee satisfaction and effectiveness ratings for our training efforts is also up. In a business where franchise service makes or breaks a relationship, we are confident that these improved scores will help us retain franchisees overall.

**What intangible/observable results has your organization recognized?**

Given the success of our initial efforts at making training more participant-centered, we've adopted this model for all of the training delivered to both internal staff and our franchised hotels. We didn't expect how well this training philosophy has permeated throughout all training efforts.

**What have you calculated the ROI of the project to be?**

Given that this is the first year of the training redesign project, we're still in the process of calculating ROI. However, given the increased effectiveness of new coordinators hitting the phones as well as better attendance with our regional training efforts, we don't think it will take long to surpass the break-even point.

**On what other projects would you rely upon our partnership to complete successfully?**

Since our initial project working with The Bob Pike Group, we've also partnered with them for several additional projects. That has helped us round out the deliverables of participant-centered learning techniques to impact the entire scope of our training efforts.

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