

COMPANY

Hilton

INDUSTRY

Hospitality

VR USE CASES

Building empathy, Training



CASE STUDY

Building empathy to enhance hospitality

The global hospitality company uses the Oculus for Business platform to enhance learning and development.

WITH VR, HILTON CAN REDUCE
IN-CLASS TRAINING FROM

**4 HOURS TO
20 MINUTES***

AFTER TEAM MEMBERS
WENT THROUGH VR TRAINING,

**87% CHANGED THEIR
BEHAVIOR***



How Hilton is elevating learning with Oculus for Business.

Hilton is one of the world's largest hospitality companies, with nearly 6,000 properties in 117 countries and territories. Recognized as the #2 World's Best Workplace**, Hilton knows that when their Team Members truly feel empathy for the experiences of their guests, they'll provide the absolute best hospitality service. To develop that empathy, Hilton turned to virtual reality and the development of innovative learning experiences supported by the Oculus for Business platform.

SweetRush — a learning and development company known for producing engaging and highly effective solutions — supported Hilton in the development of their cutting-edge virtual reality experiences.

Building bridges between corporate and hotel teams

Many of Hilton's corporate Team Members have never worked in a hotel, so it isn't uncommon for them to brainstorm new programs or processes that inadvertently make hotel operations more challenging. To help these corporate Team Members develop empathy and appreciation for front-line hotel service delivery, Hilton's Learning team partnered with SweetRush to bring the hotel experience to corporate Team Members through the power of virtual reality.



Research indicates that the closer you can bring a learner to the actual work environment, the more they will learn and retain. Virtual Reality does just that. It is absolutely the future of learning.

Blaire Bhojwani
Senior Director of Learning Innovation
Hilton

As part of their onboarding and ongoing training, corporate Team Members put on Oculus headsets and complete a number of modules that highlight the complexity and physicality of hotel operations, including: setting up multiple room service trays in under two minutes, completing nine of the 60+ steps to clean a guest room, checking in guests, and delivering Hilton Honors benefits. Blaire Bhojwani, Hilton's Senior Director of Learning Innovation, says that VR helps corporate Team Members understand what it's like to be on the front line at a hotel, and, "It allows them to make decisions that will enable our Team Members to provide an exceptional guest experience."

Role-playing with virtual guests to proactively solve problems

SweetRush also developed VR scenarios for Hilton to help train hotel Team Members to better handle challenging interactions with guests. Wearing Oculus headsets, Team Members take on the role of guests in virtual scenarios that include interactions at a front desk, a meeting room setup, room service, breakfast service, and departure to see how it feels when interactions are poorly managed, resolved correctly, or handled in a way that goes beyond expectations. "Providing an experience that increases empathy is a game-changer for us," says Bhojwani. "If Team Members understand what guests are feeling, they will be better equipped to manage guests' expectations and work to exceed them."



We love that Oculus takes away all the barriers, even through ease of deployment and tracking, so we can focus on designing learning experiences. It's an all-in-one solution — and that's ideal in the enterprise world.

John-Carlos Lozano
Chief Creative Officer
SweetRush

Looking to the future

"At Hilton, innovation is in our DNA," says Bhojwani. "We were the first hotel company to have in-room air conditioning and televisions, we invented the Pina Colada, and we sent our DoubleTree cookie into space. We are excited to be leveraging new and emerging technologies to create a fully immersive world and innovate learning and development."

Superpowers of VR

VR delivers unique capabilities that give enterprises a competitive edge.

Top 3 VR superpowers for Hilton:



Varied Perspectives



Possible Impossible Scenarios



Next Level Engagement