



HOW MICROLEARNING COURSES HELPED TO UPSKILL STAFF AMIDST COVID-19

100% Completion Rate
100% Engagement Rate

gnowbe

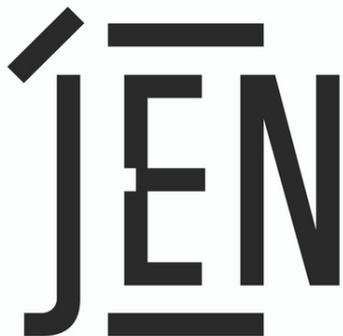
CASE STUDY

JEN

BY SHANGRI-LA

CLIENT PROFILE

JEN SINGAPORE



BY SHANGRI-LA

ABOUT

Fresh, friendly and fuss-free. That's the genre of Hotel Jen, a new brand by Hong Kong-based Shangri-La International Hotel Management Ltd.

The Hotel Jen brand is inspired by the virtual persona Jen, a professional hotelier who loves life, travel and the adventure of discovering new places. Launched in 2014, Hotel Jen offers 10 vibrant hotels in some of the best locations across Asia Pacific, including Singapore.

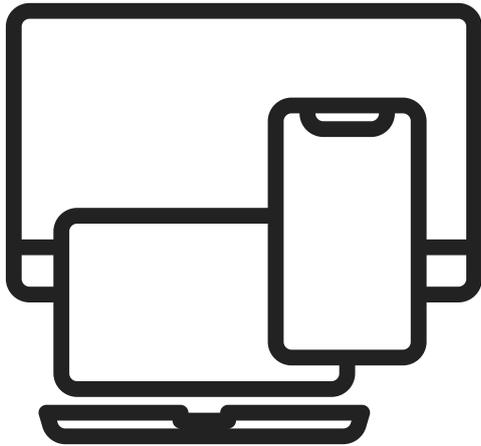
THE CONTEXT

Workforce Training In The New Norm

In the wake of COVID-19, organizations that have adapted to the new norm have one thing in common: They never stop training their workforces. In fact, they double-down on it and seek ways to do it more effectively and efficiently. It was clear that the traditional way of staff training in hotels is no longer enough or possible to be executed when staff is dispersed and remote. To address this issue, organizations have to adopt a more modern learning approach.

Upon learning that Gnowbe offers microlearning courses (MLCs) online, Jonathan - the Cluster Director of Human Resources for both JEN Singapore Orchardgateway by Shangri-La and JEN Singapore Tanglin by Shangri-La, was keen to sign up for the MLCs powered by Gnowbe to upskill his colleagues. He sees it as a perfect avenue to continue training the staff as they work remotely from home.

WHY GNOWBE IS THE PERFECT PLATFORM FOR MICROLEARNING



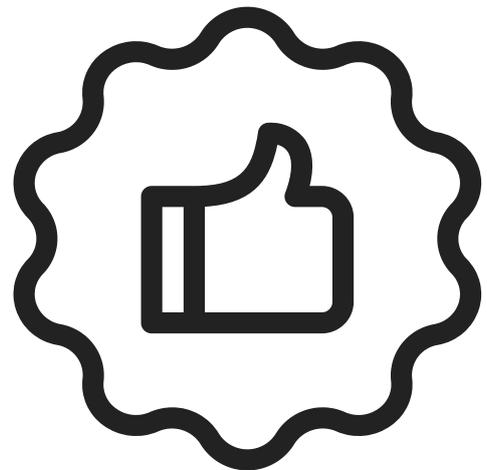
Accessible Anywhere, Anytime

Gnowbe is designed to be mobile-friendly and desktop-optimized. Hotel Jen staff can access and complete the microlearning courses conveniently using their phone or utilize the dedicated desktops and training rooms if they are more comfortable to learn using these devices.

Testimonial

I saw microlearning courses on Gnowbe as a perfect avenue for my colleagues at Hotel JEN to continue to learn and upskill in the safety of their homes and offices, to be ready for the new norms in the new world after Covid. I am happy to share that Gnowbe is an extremely user-friendly learning platform. I could see how to bring microlearning courses in very quickly, to complement the face-to-face trainings that we are already doing since the onset of Covid.

- Jonathan, Cluster Director of Human Resources



WHY GNOWBE IS THE PERFECT PLATFORM FOR MICROLEARNING



Easy-to-use Analytics Dashboard

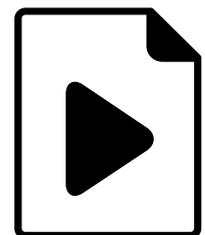
Gnowbe's analytics dashboard is able to present data that shows users' engagement rate and course completion rate. Citing Jonathan, "As a learning administrator, I am happy to share that the very user-friendly dashboard enables me to track the learners' progress. It makes it so simple to churn out reports for the management."

"Very user-friendly dashboard enables me to track the learners' progress."

- Jonathan

Dynamic Content Delivery Style

From graphics to video, Gnowbe has the capability to host multi-media content. Again, citing Jonathan, "As an end-user, I find that the microlearning courses on Gnowbe are very well-structured. There is a good blend of exercises needed to drive home learning points, there are polls, functions asking learners to upload photos to show evidence of their learning and understanding."



KEY SUCCESS METRICS



1600 active users

100% of Hotel Jen's staff enrolled in the MLCs



100% Completion Rate

All MLCs enrolled in are completed



100% Engagement Rate

Users reported high satisfaction in learning via the Gnowbe platform

THANK YOU.

Singapore
United States
Online

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