

Worldwide Hospitality Awards 2008

Best Innovative Concept in midscale hotels





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Description

- The Hilton Garden Inn (HGI) Ultimate Team Play is the first interactive training game to be used in the hospitality industry that uses game-based technology. The training game will also be using the Sony Portable Play Station platform -- another first in the hospitality industry.
- Created specifically for Hilton Garden Inn by Virtual Heroes, Inc., *Ultimate Team Play* puts team members in a virtual Hilton Garden Inn where they are taken through various scenarios. Team members must choose the best course of action in order to fulfill a guest's request and/or complete a specific job task within a limited time. As guest interaction is the primary focus of the game, their immediate or non-immediate actions toward guests will directly affect the mood of the guest as well as the hotel's SALT (Satisfaction and Loyalty Tracking) scores.
- SALT is the real world survey tool used by the brand to measure and track guest loyalty, satisfaction and their overall experience at a particular Hilton Garden Inn. Surveys are sent via email to guests who have recently stayed at a hotel and the results of the surveys generate the SALT scores. Each survey asks the guest to rank their satisfaction on a variety of amenities and the aspects of their stay. The ranking scale is from 1 to 10 with 10 being the highest.
- *Ultimate Team Play* will be the fourth component in the Hilton Garden Inn team member training program which includes:
 - *Orientation* – introduction to the Hilton Family of Hotels, the Hilton Garden Inn brand and their specific hotel
 - *Ultimate Skills* – understanding and learning job specific skills using a magazine-style training manual
 - *Ultimate Service* – DVD based-training modules that takes Ultimate Skills to the next level and provides team members with examples on how to deliver exemplary customer service
 - *Ultimate Team Play* – interactive game based training placing team members in a virtual Hilton Garden Inn hotel that shows how their actions affect guests and overall SALT scores
- *Orientation*, *Ultimate Skills* and *Ultimate Service* training are required to be completed within 90 days of hire.
- The initial interactive Ultimate Team Play game has been beta-tested in select HGI locations in which team members have played the role of a front desk service agent. The full interactive game version is set to launch to all Hilton Garden Inn locations in January 2009 and will include positions in housekeeping, food and beverage, engineering/maintenance as well as front desk.





Best Innovative Concept in midscale hotels Conception

- The seed for this game was planted after Adrian Kurre, senior vice president – brand management for Hilton Garden Inn, watched his daughter play a video game and realized how engaged she was. He asked David Kervella, who oversees brand education and training for HGI to look into this idea and do some research.
- David Kervella researched the concept of a video interactive/training game which took about a year and discovered that:
- There were similar examples from consumer based games like the SIMS game Hotel Giant which was the only one to fit this criteria; although it provided some good ideas, it wasn't a perfect fit for HGI's needs
- Research in Training publications led to discussions and interviews to gain more information
- In addition, David attended the Game Developers Conference and its Serious Gaming Summit where contacts were made with many vendors, including a Serious Gaming consultant who was later hired to work on the Ultimate Team Play project. He also performed a "Request for Information" bid that was followed by a "Request for Proposal" which resulted in 20 companies from around the world participating in the bids. The selection was narrowed down to three finalists who were interviewed and graded according to a strict criteria created by David and the consultant. The full game concept was developed from the information collected.
- HGI selected Virtual Heroes, Inc., to build the training game for HGI.
- The creation and development of the game involved working closely with subject matter experts (SME) in the process:
- Serious Gaming consultant
- The brand Education team (for Service and Job Skills standards)
- Sr. Director of Brand Performance Support (with General Manager background and in charge of Brand Standards)
- Two Regional Directors of Brand Performance Support (one with a General Manager background and one with Hotel Quality Assurance background)
- Brand Management
- Brand Public Relations
- Brand Marketing team, Food and Beverage Director and Brand product Director (for product visual standards and questions from the field)
- A full design document is currently underway and David will work with the above SME's to create conversation trees and approve accuracy of the brand product and standards.





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Investment and settlement

- The approximate cost of rolling out HGI Ultimate Team Play to the more than 400 Hilton Garden Inn locations throughout North America and Europe is approximate \$1M USD.





Best Innovative Concept in midscale hotels Reaction and performance

- This game has two instructional goals:
 - To teach right and wrong behavior
 - To create a link between individual actions of a team member and the hotel's SALT scores
- To accomplish this goal, HGI designed the game as a Service based game. At present, Virtual Heroes, Inc., is programming the engine according to the questions in HGI's Satisfaction And Loyalty Tracking (SALT) surveys which guests complete after their hotel stay. Team members who play the game will see that the SALT scores of the "Virtual" hotel will go up and down accordingly to their actions and will receive a final score at the end of the game.
- HGI believes that the brand's ADR, occupancy, cost and revenue are all driven by the satisfaction and loyalty of hotel guests and that by raising the virtual SALT Scores, hotels will also be able increase their actual SALT, ADR, occupancy, etc.
- By using SALT to determine the final score, HGI has the ability to evaluate/compare game results to real life results by looking at the average of individual game scores with the actual SALT scores of the hotel -- which enables HGI to realize the ROI (return on investment) for this project on a brand wide level.



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From PC (beta test of HGI Ultimate Team Play) to Sony PlayStation Portable

ULTIMATE TEAM PLAY



Ultimate Team Play is a first-person time and ability management game. As the associate you will have to coordinate your actions and abilities to best manage your role.

You have access to a limited inventory that requires you to think about what would be the best course of action. For example, you will have to use items in your inventory to handle the guest's room keys and credit cards, or to unneeded items from your inventory before being able to complete a task.

Guest interaction will be the primary focus as a front desk associate. You will have to deal with guest's needs and problems. Your choices during the game will affect the guest's scoring of the hotel. Your actions directly affect the hotel's reputation.

ULTIMATE TEAM PLAY

Quick Reference Card

Left Click to select actions in the interaction menu.

Look around in the current view with the mouse.

Pressing forward moves you in the direction you are looking.

Option 1

I Open Inventory

W Move Forward

A Turn Left

S Move Right

D Turn Left

Esc Display & Resume

R Open Hotel Staff Score

M Move Backward

Space Turn Right

Q Turn Left

Shift Move Backward

