

PURPLE CASE STUDY: THE LANDMARK LONDON

SUPPORTING BUSINESS GROWTH THROUGH STREAMLINING HR TECHNOLOGY WITH REAL TIME ANALYTICS

THE BUSINESS:

ONE OF LONDON'S TOP
FIVE-STAR HOTELS



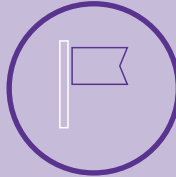
MULTI AWARD-WINNING

(INVESTORS IN PEOPLE PLATINUM, DALE CARNEGIE LEADERSHIP AWARD 2018, SUNDAY TIMES TOP 100 BEST COMPANIES TO WORK FOR 2018 AND #6 2019)

350
EMPLOYEES

47
NATIONALITIES

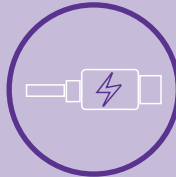
THE CHALLENGE:



LEADERSHIP

To provide practical, digital tools to enable and empower leaders by:

- Improving leadership capabilities
- Enabling ongoing, open, two-way communication
- Becoming better informed, more approachable and supportive



DIGITISATION

Implement cutting-edge technology to obtain valuable people insights, drive performance and improve information flow



INCREASED EMPLOYEE ENGAGEMENT

Greater proactivity and alignment across the entire employee journey, a clearer purpose with measurable goals, support, and development for all, adding tangible value to the business

THE SOLUTION:

IMPLEMENTING TALENT TOOLBOX™
– BESPOKE DIGITAL PEOPLE PLATFORM, THAT SUPPORTS THE ENTIRE EMPLOYEE JOURNEY



Introduced ongoing reviews quarterly over four separate topic areas to drive important career conversations, actions and results



Digitised and automated the induction process to provide insights at critical 4,8 and 12-week milestones – underpinned by regular catch ups and coffee chats



Highly appealing and user-friendly talent management and goal setting, empowering people to drive their own progress



Integrated approach with existing people systems to provide a seamless user experience that helps drive engagement and productivity

THE RESULTS:

68%

RETENTION
Reduced labour turnover by 10% to 31% - considerably lower than the industry average

100%

COMPLETION RATE
Across all quarterly reviews, up from 85%



BUSINESS IMPROVEMENTS
In the last four years The Landmark London's TripAdvisor rating has increased by 59 places



CUSTOMER SERVICE LEVELS
Upselling revenues in Food and Beverage and Rooms divisions have increased by a third



SUCCESSION
Internal promotions have doubled since 2016 from 21 to 42



COMMUNICATION
Improved internal comms and feedback generated through Talent Toolbox™ quarterly reviews – with almost 200,000 hits since launch



AWARDS & RANKINGS
Investors in People Platinum, Dale Carnegie Leadership Award 2018, Top 100 Best Companies to Work for 2018



It has been a great journey working with the team at Purple Cubed, we explained our dream and they helped us make it a reality through the implementation of Talent Toolbox, the system is so easy to use and engaging for our teams” – Nicola Forshaw, Human Resources Director, Landmark Hotel London

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