



HR TECH AWARDS

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TALENT DEVELOPMENT
BEST COMPREHENSIVE SOLUTION


2022

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Case Study: 2022 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

[Learn more about the HR Tech Awards](#)

Company Name:	Schoox
Website URL:	https://www.schoox.com/
Insert Logo (JPG/PNG):	
Key Customers:	Subway, Celebrity Cruises, Phillips 66, Sonesta Hotels

About the Company

Schoox transforms learning into business growth. Our learning platform and course marketplace help companies accelerate business results by unlocking employee potential, boosting customer retention, and driving reseller revenue through learning.

We combine six core solutions into an all-in-one cloud based platform, including Learning Engagement, Content Curation, Social Collaboration, Goals & Performance Management, Career Development, and Business Impact.

Schoox's mission is to help companies deliver more learning experiences, connect deeper with employees, adapt faster to the ever-changing work environment, and outperform on the metrics that matter most.

While Schoox can be used by any sized company (SMB, Mid-Market, and Enterprise) and has been implemented in a variety of industries (restaurants, hospitality, insurance, manufacturing, transportation, and more) our flexible platform is uniquely suited to solve the complex challenges of large multiunit enterprises (i.e., geographically dispersed organizations built from standard units such as branches, service centers, hotels, restaurants, and stores, which are aggregated into larger groupings).



Today, Schoox is achieving year-over-year, high double-digit growth and proudly serves 1,800 customers and has been used by more than 18 million across 135 countries and 29 languages.

Problem(s) Your Technology Solves

Learning Engagement. Schoox offers an intuitive, social and mobile interface that learners love. While many talent development systems have been built to manage the learning process, in Schoox, we put the employee at the center with a consumer-grade platform designed to help them, learn, grow, and perform—ultimately driving business results. Additionally, we developed specific functionality designed to help brands and their franchisees leverage Schoox so that franchisees can manage their own users and content but brands can still supply the corporate level training.

Content Curation. Schoox comes with a drag and drop content management system that allows you to store, curate and share content. It is a unified repository for files and web resources. Are your training materials in 10 different formats? No problem. Schoox lets you upload virtually any file type or link to web resources instantly. Additionally, you can leverage our Content Marketplace or link with other third-party content providers so you can leverage their content as well.

Social Collaboration and Gamification. Today's workers want to be engaged, interact in real time and have fun while learning on any device. In Schoox you can create small communities within the platform for any topic to stimulate communication, file sharing, collaboration, and even healthy competition among peers. This helps promote interaction within groups, regions, or countries to engage learners with like needs to help ensure those groups are getting the most out of their work experience. Not to mention the built-in gamification system that lets you turn on leaderboards, unlock badges, award your own certificates, or track other third-party certificates.

Goals, Skills, and Performance. Schoox's innovative goals, skills, and performance management systems allow you to combine manual assessments conducted by managers and automated assessments performed by the system based on employees' online training achievements. An intelligent algorithm ranks employees on jobs and skills based on different factors. Discover your team members' strengths, find the right talent for any job, and align that resource for their next step up in your organization.

Career Development. Schoox gives organizations tools to deliver personalized career development paths and enables employees to develop their skills in pursuit of professional achievement or another job within the organization. Based on a number of factors, Schoox can adapt and suggest complete personalized learning paths that your employees can follow to acquire the required skills and knowledge for any desired job.



Business Impact. In Schoox, customers can easily correlate any Key Performance Indicators (KPI) with training metrics to discover any relationship and dependence between training and business performance. For example, a restaurant customer wants to launch a breakfast program with an expected revenue lift of 5%. In Schoox they are able to see how revenue correlates to their training programs or have contributed to a lift in customer satisfaction scores and even quarterly sales. We've developed a unique and innovative tool giving you all the power you need to set training goals and measure the impact that training has on the business, whether it is sales, customer satisfaction or productivity.

Client Case Study

How Sonesta Hotels Leverages Schoox to Ensure Employee Success at Scale

Sonesta Hotels began its journey in 1937 as a single beachside hotel. Today, the chain includes thousands of properties spanning across nine countries. It boasts a mix of traditional hotels, extended stay locations, and sprawling resort properties complete with gyms, spas, and restaurants. Most of this growth occurred in the short span between summer 2020 and early 2021 when the conglomerate expanded to include hundreds of new properties and thousands of new employees—propelling Sonesta Hotels to the top of the hotel industry. Critical amid this larger period of growth was the acquisition of Red Lion Hotels, which added more than 900 franchised locations to the Sonesta Hotels portfolio.

Prior to the expansion, Sonesta Hotels comprised just two brands. Now the hotel chain includes fifteen brands—each with their own organizational structures, operational challenges, and training requirements.

Business Challenges

Sonesta Hotels identified an opportunity to enhance training, but it needed an LMS that goes beyond basic training to accomplish measurable improvements in operating standards. Simply delivering virtual content with instructions on how to perform tasks wasn't enough. For training to be effective, managers also had to confirm if employees could perform the tasks while on the job.

“Online training is great,” says Senior Director of Training at Sonesta Hotels, Derek Fournier, “but ultimately, we need to know if we're teaching the right skills and if employees can perform those skills in front of guests.”



Sonesta Hotels required a solution that leverages multiple learning and development methods to prepare each employee for success, ensuring they have the skills required to deliver an exceptional customer experience to guests.

The hospitality company initially sought to provide a manager development course based on a blended learning model for the 45 general managers of its Extended Stay locations—combining virtual instruction, on-the-job training, and managerial signoffs on skills assessments to ensure retention. From there, it planned to roll out more training programs across its growing portfolio of properties and brands.

As the Sonesta Hotels umbrella expanded to include Royal Sonesta, Sonesta Hotel & Resorts, and several other brands, the company also had to create new learning environments or “academies”—each one reflecting a unique brand and culture. Since the various brands, properties, and individual jobs are all so different, the company required a platform that delivers personalized content to the right employees without overloading them with material meant for other brands or parts of the business.

Finally, because of the 24/7 nature of the hotel business, the company sought a solution that allows employees to complete coursework anytime and from any device, especially since nearly 80% of Sonesta Hotels employees do not have dedicated computer workstations.

Why Schoox?

Finding a solution that made it possible to pair on-demand, asynchronous content with live in-person or virtual instructor-led sessions was critical for Sonesta Hotels. Its leadership team selected Schoox primarily for the platform’s ability to support multiple modes of learning and managerial signoffs on skills retention. As the company grew, Schoox also enabled Sonesta Hotels to set up multiple academies for each distinct business unit and manage it all through a single platform.

“The onboarding and culture pieces were key for us. As we grow exponentially, we’re keeping focus on how to provide a consistent onboarding experience,” shares Derek. “With properties across the United States, asynchronous content combined with on-the-job training helps us ensure that managers in one location are receiving the same level of training as managers in another part of the country. Schoox gives us the best of both worlds,” he continues.

The platform also serves as a convenient way for the company to connect and communicate with all employees at once—a particularly valuable feature because many employees do not have corporate email accounts. Leadership at Sonesta Hotels also found Schoox to be useful for addressing several immediate project management needs. “The reason we’re with Schoox is the flexibility it gives us. Little did we know how important that would be when we got started, but it became clear as we continued to scale our business,” Derek shares.



The COVID-19 pandemic further highlighted the importance of Schoox in learning and development at Sonesta Hotels. With the influx of new properties and thousands of employees to onboard, Schoox made it possible for Sonesta Hotels to provide a consistent training experience despite severe restrictions on travel and face-to-face collaboration.

Results

Schoox helped Sonesta Hotels onboard and train thousands of new employees and improve learning and development for its existing employees. Schoox was able to support Sonesta Hotels's training needs as they doubled in employee count with the acquisitions, without any impact to program roll outs or implementation timelines. Within the first six months, Sonesta Hotels employees logged over 20,000 hours of training and 50,000 course completions.

The LMS offers Sonesta Hotels full visibility into employee progress, as well as granular control over how to categorize users and map them to each other within the system. Employees appreciate that they can start or pause a course at any point, allowing them to learn at their own pace.

Schoox enables Sonesta Hotels to connect three major pillars of its business—employees, guest feedback, and training—to measurable goals and business impact. When the hotel receives online reviews, for example, it can easily map complaints to areas where training might be weak and implement a targeted solution. This helps Sonesta Hotels resolve problems on a case-by-case basis, and when appropriate, roll out standardized process improvements company wide.

“The ultimate measure of learning is the impact on the guest. As we grow, we want to make sure we’re delivering consistency in the customer experience. If reviews for a particular hotel or service are negative, we first check if the employees have completed the associated training courses for their role. If they haven’t, we address that. If they have, it presents an opportunity for us as leadership to improve the training, because it isn’t translating into a great customer experience,” explains Derek.

Looking Ahead

From security and engineering to restaurant staff, Schoox is now a one-stop-shop for all things learning and development at Sonesta Hotels. It also helps the company fulfill ad-hoc training initiatives. When COVID-19 presented unprecedented challenges for the hotel industry, Sonesta turned to Schoox to deliver timely education around public health and vaccination awareness to its entire workforce. As it expands its footprint throughout the hospitality industry, Sonesta Hotels will continue leveraging Schoox to introduce new team members to its corporate culture and deliver a continuous, personalized learning experience for each employee.



Key Differentiators

When asked why companies choose Schoox over our competition, the answer is really very simple. We put our customers' needs first with a level of support that sets us apart. On top of that, we consider the following points to be our primary differentiators:

1. **Consultative from the start, customer-obsessed for the rest.** We often hear that our teams feel like an extension of our customers' Learning and Talent Development departments—one of the highest compliments a technology partner could ever receive. We partner with our customers early so that everyone at the customer organization—from corporate teams, to franchise operators, regional leadership, managers and of course, the end-users—are all working toward a shared goal and moving through the change management process successfully.
2. **Designed specifically for the unique challenges and needs of complex businesses with a strength in industries with frontline workers.** From the start, Schoox was built to handle complex organizational structures and business models. With high-turnover and a rapidly changing business environment, upskilling and reskilling your workforce is more important than ever. Choosing a technology partner like Schoox who has the proven solution, implementation and change management processes, product innovation, and customer support processes is key to success.
3. **An intuitive and easy-to-use platform for end users and administrators.** Schoox combines six feature-rich solutions into one unified platform and native mobile app. But unlike traditional modular systems, we seamlessly connect each component so that the experience is intuitive. Schoox was designed for the employee experience first, but we also understand the need to deliver robust administrative tools and innovate on behalf of our customer base to stay on top of workplace trends.
4. **A learning experience platform that makes engagement possible throughout the entire lifecycle—on the web and through our native mobile app.** While traditional LMS's have been built to manage the administrative process or have pieced together their platform through technology acquisitions, Schoox was built with the employee experience front and center. Schoox offers an intuitive, social and native mobile application (available for iOS and Android devices at no additional cost) that enables companies to deliver personalized learning experiences based on the unique characteristics of their organizational structure.
5. **Standard integrations that are easy to manage, and custom integrations that give you additional visibility.** Integrating systems and connecting a company's proprietary data warehouse systems can be a challenge. Schoox easily integrates with HRIS systems and offers single sign-on implementations for OAuth, SAML, Active Directory and Azure. We have experience integrating with both common and uncommon HRIS or data warehouse systems so that a customer's Schoox instance is up to date on users, jobs, and organizational structures. And, if they require an even more complex integration, customers can leverage our RESTful API



to establish custom connections and exchange data between Schoox and virtually any platform. We also ensure a reliable and secure feedback loop so that training and compliance data are effectively delivered to internal business systems.

The Company Behind the Technology

Although Schoox is headquartered in Austin, Texas, the company's founders and its values can be traced back to the birthplace of modern academia: Greece. As the idea for a different kind of learning platform—one that would improve, digitize, and modernize learning—emerged, so did the name Schoox. The “L” in school was replaced with an “X” to reflect the company's values—disruption of traditional learning systems, excellence in innovative learning experiences, integrity, passion, teamwork, balance, and a belief in going the extra mile for our customers, their employees, and our partners.

Equally important to our founding vision has been a passion and belief in the democratization of knowledge, the pursuit of lifelong learning even in the workplace, and achieving that through an intelligent and engaging experience—one not burdened by overly bureaucratic processes for process's sake. The Schoox platform was built with this in mind and our founders continue to instill those original passions and pursuits in every employee touchpoint.

In just the last ten years, the Schoox organization has grown to 200 employees. The culture at Schoox and the talented people who thrive in our organization bring valuable experiences and skills from their tenure at start-up or mature organizations (often in the HCM and L&D space) into an environment where they can brainstorm possibilities, collaborate collectively, and execute intelligently— without the cumbersome and often unnecessary restraints of other environments. As our customer-base grows, we continue to develop and scale our people, processes, and technology internally so that we can exceed our customers' expectations and deliver value day in and day out.

Schoox's values continue to be core to how we operate:

EXCELLENCE: Our customers have high standards and so do we. Excellence is woven through the fabric of our people, our product, and most importantly, our passion for our customers and this industry.

INTEGRITY: We believe strong partnerships are built on honesty, accountability, and communication—even when it may be difficult. We follow through and do everything we can do to exceed expectations.

PASSION: Our passion comes through in every single line of code, every support ticket, every interaction. We are lifelong learners and achievers and we genuinely love our jobs, our teammates, and our customers.



TEAMWORK: We recognize the power of teamwork and invite all perspectives to be represented in our daily interactions. Whether it be within our organization, or with our customers, we invite collaboration and participation with all.

INNOVATION: Innovation is a collaboration. We listen to our customers, monitor industry trends, and trust our own bench of thought leaders. The result? An agile approach to innovation and development that keeps our product evolving and our customers one step ahead.

BALANCE: At Schoox, we're a family. And, we have family, friends, homes, and hobbies outside of work. We believe in balancing those and providing a positive and productive environment that allows our teams to work, learn, grow and share from anywhere.



About Lighthouse Research & Advisory

[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Principal Analyst at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.

