



VANTAGECIRCLE

Accor improved its Employee Recognition by 53% through Vantage Circle

About the company : Accor is a global hospitality company with over 5,000 properties and 10,000 food and beverage outlets spread across 110 countries. The company operates one of the most dynamic and fully integrated hospitality ecosystems in the industry, with luxury and premium brands, midscale and economy options, exclusive lifestyle concepts, entertainment, and nightlife locations, restaurants, and bars, branded private homes, shared accommodation properties, concierge services, co-working spaces, and more.

Industry: Hospitality

Company Size: 220,000+ Employees

Headquarters: Issy-les-Moulineaux, France

Type: Privately Held

Founded: 1967

Key Objective

To maximize customer-centricity, the global hospitality brand aimed to embrace both its employees and digital tools.

The major challenges for the company were

Accor Hotels aimed to harness the power of the right digital technologies to inspire its workers all over the world to put customers at the heart of the business.

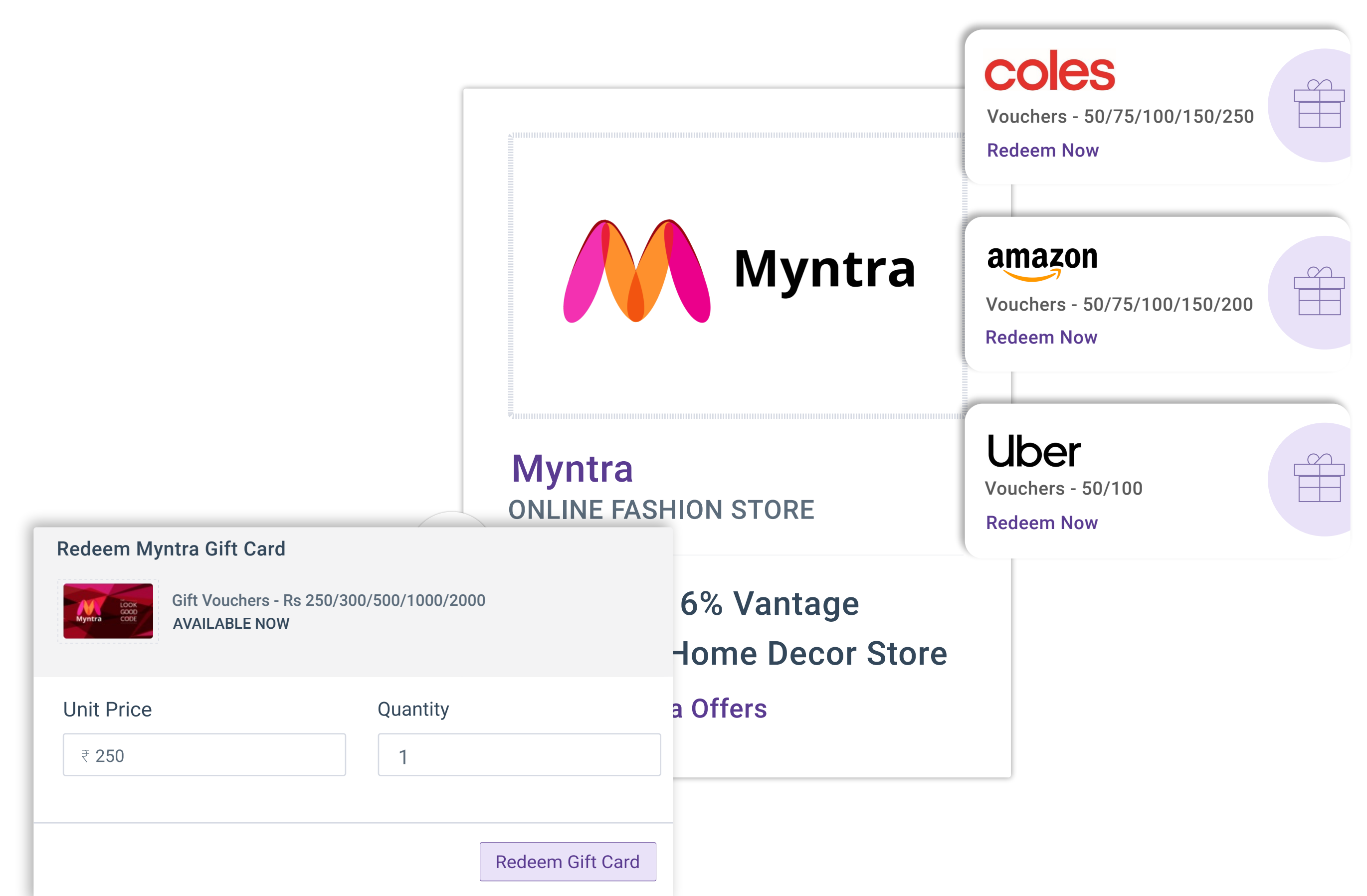
The major challenges that the company had to face:

- Facilitating a platform that could elevate the overall employee experience through a unique point system.

- Onboarding a digital solution with more flexibility and scalability that would cater to the needs and requirements of the workforce.
- Accommodating a platform that could provide a comprehensive financial wellness package with unrivaled benefits and corporate discounts.

Solutions we offered

With Vantage Circle's mobile-first approach and flexible platform, Accor hotels were able to implement a digital solution that was employee-centric and easy to use. The platform helped the company to keep the workforce satisfied and happy that reflected in their overall customer success.



Key Actions

- Employees could convert the points at their own convenience with flexible redeemable options.
- The employees could choose any gift card of their choice from a wide range of global catalogs.
- Employees were able to manage their finances with the aid of Vantage Perks and take advantage of a number of specially selected deals and offers.

Key Statistics

- The company saw an average increase in recognition of more than **53%** over the last two months for the year 2020.
- In the last two months for the year 2020, the increase in Engagement was more than **25%**.
- Total no. of exclusive offers per user- 360+

53%

Increase in
Recognition

25%

Increase in
Engagement

360+

Total no. of
Exclusive Offers



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