

Meliá Use Case

A Pioneer in Innovation: Meliá reinvents hotel training with game-based learning



■ **Company:** Meliá

■ **Industry:** Hotel

■ **Program data:**

Employees: **6.000** 

■ **Challenges:**

Enhance employees' soft skills to strengthen human capital.
Offer innovative, engaging, and motivating training to reduce dropout rates.
Improve engagement and the learning experience through gamification and serious games.

■ **Solution:**

Game Strategies' game-based learning methodology.



Challenge: Transform training to boost talent and commitment

Meliá faced the challenge of advancing the development of its employees' non-technical skills, with the aim of strengthening its human capital and adapting to a constantly changing environment. To achieve this, it was essential to implement innovative training that not only encouraged active staff participation but also motivated employees to complete the programs, thus overcoming the high dropout rates associated with traditional training models. In addition, the company sought to improve engagement and enrich the learning experience through the use of appealing methodologies such as gamification and serious games.

Solution: Game-based learning to boost motivation, development, and engagement in training

The game-based learning approach was the chosen solution to improve employee skills training. Melia highlights several benefits of this methodology, including self-development, self-motivation, and hands-on learning. Through the existing catalog of over 60 video game-style courses, the company has successfully increased employee participation in training, improved knowledge retention, and strengthened the skills needed for job performance.

Among the initiatives implemented to achieve the best results are the scheduling of training actions by linking courses to specific events such as Agile Manifesto Day or Sustainability Week, the creation of team leader-led classes that compete with each other, and the recurrent offering of courses focused on cross-functional skills such as negotiation, productivity, and leadership throughout the training year.

Results: A dynamic, useful, and motivating learning experience that transforms training

Participants positively rate the learning experience, describing it as dynamic, with an effective combination of theory and practice. They highlight the usefulness of the lessons learned in both their personal and professional lives, the dynamic and enjoyable nature of the courses, and the engaging way the lessons are presented, all of which make learning more effective, appealing, and motivating.

"Learning is more effective when it feels like a game. If we have fun while learning, knowledge is acquired naturally. With video game-style courses, we've turned training into an exciting adventure for our employees."

Pilar Moreno | Learning Specialist

They consider what they've learned to be applicable to their daily work:



Recommends the video games:



The NPS (52.9) is 77.9 points higher than that of other formats:



Total number of training hours:



Total number of hours per person:



Average rating:

