



an
NTT Communications
Company

[Customer story]

Customer

Accor Hotels

Region	Asia Pacific
Employees	65,000
Vertical	Hospitality



Key benefits

- Cost efficient communications: Accor communicates directly with General Managers for less than \$2 per person, per conference, a considerable savings in time and travel costs compared to face-to-face meetings in each country.
- Business agility: Timely business updates make Accor managers more effective and responsive for day-to-day business demands especially when speed of execution is a requirement.
- Greater teamwork: More inclusive communications and teamwork results since anyone with web access or smart phones can join the sessions and contribute to the content.
- Environmental stewardship: A reduction in carbon footprints from less frequent business travel is in accord with Accor’s sustainable development policies.

World-class hotel chain uses Adobe Connect Webinars to keep Asian hotel operators informed and agile

Overview and challenges

Accor Hotels is one of the largest hotel operators in the world. Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Mercure and Ibis, brands are among its distinctive properties. They run the gamut from high luxury to budget class to suit the needs of all global travelers.

With over 630+ hotels in 19 Asia Pacific countries, it is essential for Accor to have an effective communications mechanism to keep General Managers up to date on operational matters for ensuring a highly responsive, agile business culture. Previous written communication methods were no longer effective. Email and internal intranet postings were subject to interpretation, with little opportunity for clarification. Teleconferencing, while effective for smaller meetings, wasn’t practical for large groups in remote locations. Face-to-face meetings were extremely expensive for regular updates and very difficult to justify, with a measurable ROI, considering the large distances between the hotels.

While Accor had used several software meeting solutions, none suited their needs. Some were too complex to operate and administer. Others required software downloads, which can cause security vulnerabilities, or they didn’t have sufficient capacity to accommodate large audiences.

Accor Hotels



Arkadin solutions

- Adobe Connect Webinars



ACCOR

“Adobe Connect Webinars contributes to our business agility by enabling real-time interactive communication with our hotel General Managers. Ultimately it allows us to increase our speed of execution, which is especially important for our change management tactics.”

Christine Rumble,
VP Learning and Talent Development,
Asia Pacific

The Arkadin solution

When Accor was introduced to Adobe Connect Webinars by the Arkadin account team, they were confident it would meet their expectations. As a satisfied user of Adobe Connect Meetings for their smaller conferences and training sessions, Accor had a high level of trust in Arkadin and the Adobe Connect brand. The service had all of the feature-rich multimedia collaboration and video-streaming technology Accor needed for dynamic, highly immersive group meetings:

- An intuitive interface making it easy to administer without requiring the assistance of an expert.
- Interactive meeting functions to enable real-time communication between presenters and audiences: the raising of the hand, smiling face and clapping hands create a dynamic exchange in the absence of microphones.
- Text chat for facilitating questions for instant feedback.
- Polling for measuring audience response and engagement.
- Content library for viewing previously recorded virtual sessions, on demand, at the click of a button.

In addition, Arkadin’s premium hybrid audio conferencing enabled a complete all-in-one solution. Meeting participants can join via VoIP for easy, cost-effective collaboration from any Internet connection, or through traditional phones for stable, crystal-clear audio which is especially important for Accor’s large conferences.

As soon as the decision was made, Arkadin’s account team and technical experts moved quickly to deploy the service and train Accor’s administrators. The SaaS model made it simple to scale throughout the organization. Adobe Connect Webinars is now used for Accor’s large group meetings, which span sales, marketing and operational updates, as well as specialized training sessions.

Accor Hotels

About Arkadin

Arkadin is one of the largest and fastest growing providers of Unified Communications and Collaboration services in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of integrated audio, web, video and Unified Communications solutions. These services are delivered in the cloud for fast, scalable deployment and a high ROI. The company's global network of 50+ operating centers in 30+ countries has dedicated local support teams to service its 37,000+ customers.

As an NTT Communications Group company, Arkadin offers the most comprehensive collaboration and Unified Communications services for meeting customer needs around the world.

To find out more about Arkadin, please visit www.arkadin.com

Business value

Interactive multimedia tools lead to better engagement:

Virtual training sessions are presented by subject-matter experts who use the highly immersive meeting features for developing skills. Polling is used throughout the sessions to test comprehension levels. White boarding is used for sharing ideas. Hand-raising icons facilitate live questioning for those with microphones, while the text-chat function is used by participants without microphones.

Text chat delivers immediate response for greater business agility:

General Managers are kept informed through regular monthly sessions that enable them to pose questions online directly to the Accor meeting hosts, regardless of where they are located. Questions are read out loud so all 200+ attendees can benefit from the information, resulting in dynamic, interactive virtual sessions with high impact.

Analytical tools optimize events for maximum ROI:

Accor meeting sponsors have built-in, easy to use analytical tools for measuring meeting engagement in real-time. Rich visual interpretations of the data help drive faster decision making.

Accor's experience with Adobe Connect Webinars has enabled them to work in a more collaborative manner by bringing corporate teams and operational units closer together. It also has helped Accor to become more effective in the use of virtual meetings throughout the corporation.