



Case Study: High quality training enhancement and inclusion programme for Hyatt Regency Cairo West

Working with Hyatt Regency Cairo West and our partners as part of a project funded by European Bank for Reconstruction and Development (EBRD) and the Swiss State Secretariat for Economic Affairs (SECO), we supported the hotel to analyse skills needs, strengthen current training plans, and develop curricula and capacity building programmes to scale up and improve talent.

Challenges

Creating economic opportunities for young people and populations and advancing the skills and employability of the local workforce is vital in Egypt, where young people are suffering from high levels of youth unemployment. The share of youth unemployment among the male labour force lies at 27% and for female at 38.3%. At the same time, companies report a lack of skilled labour.

This project aimed to develop effective and high-quality training programmes for employees of Hyatt Regency Cairo West as well as work-based learning opportunities to create a route into employment for young people to enhance the pool of skilled labour. The project included a particular focus on diversity to support female and youth inclusion in the market workforce.

Skills Solutions

To support Hyatt Regency Cairo West to assess and analyse skills needs, strengthen current training plans, develop curricula and capacity building programmes and establish new partnerships with training providers to scale up and improve talent, we adopted the following approach:

1. Conducted a baseline and needs assessment to understand the skills and training needs, plans and goals of Hyatt Regency Cairo West
2. Developed a series of robust training programmes, including:
 - An entry-level skills programme that responds to Hyatt's needs including support for onboarding, soft-skills training, dual learning offers and partnerships with training providers.
 - A mid-management and senior talent management programme that responds to the hotel's needs to secure talent retention and progression.
 - An equal opportunities and diversity assessment with recommendations to further strengthen Hyatt's HR policies and practices concerning recruitment, pay, progression and training as well as the design and delivery of trainings and initiatives to promote women's participation in the sector.
3. Implemented capacity building to support the development and implementation of training programmes and gender-sensitive practices. This included the implementation of a gender equality & social inclusion strategy to cultivate a diverse and equitable workforce. The hotel also conducted a thorough audit of the accessibility of the premises, resulting in a comprehensive improvement plan. This commitment to accessibility aligns with Hyatt Regency Cairo West's dedication to providing a safe and welcoming environment for all guests.
4. Monitored and evaluated the project to measure the impact

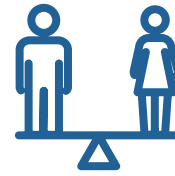
Impact

The impact of the skills interventions has been transformational. Customer ratings have seen a remarkable improvement, attesting to the heightened service quality and guest satisfaction. Employee retention has also seen a positive impact, demonstrating the success of investing in the professional growth and well-being of the hotel's team members. Diversity of the workforce has also improved.



Following delivery of **Customer WOW Training to 172 employees**, staff are following company standards and are empowered to problem solve. Individual departments working together, side by side as a team. Staff are remaining calm through busy periods and taking time to think about the client as a guest. Employees have confidence to implement ideas to deliver beyond the guests' expectations.

As a result, **Hyatt are rated #1 of the hotels in Giza on Tripadvisor.com, and staff are rated 9.2/10 on Booking.com**



Following delivery of **Disability Equality and Disability Ethics training to 35 employees** alongside improved HR policies and a new pre-employment programme, staff have a better understanding of how to effectively interact with guests and colleagues with disabilities. The type of groups targeted by sales has been expanded to include a more diverse market and the hotel's capacity to accommodate guests with diverse needs has increased. Job descriptions and induction training for guest relations and hosts roles have also been adapted with a focus on female inclusion.

As a result, the **diversity of Hyatt's workforce has improved, with the number of women being employed increasing from 12% to 18%.**



94 employees have completed English Language training. Employees confidence in communicating with guests in English has increased and more effective communication is taking place between employees and guests. Employees feel the skills will significantly support their career progression.

As a result of **60 employees have significantly increased their level of English which has led to better service levels and guest interaction.**



35 managers have completed Management and Leadership training. New management and leadership approaches have been introduced into the business and colleagues feel better supported. Teamwork has improved and approaches to working with customers have been enhanced.

As a result, **employee retention has improved, with turnover reducing from 45% to 25%.**

"I enjoyed how interactive the training was and how it brought together different hotel departments, fostering a sense of unity and collaboration. Since undertaking the training, I've witnessed an impressive 80% improvement in my level of customer excellence. The training has resulted in more positive reviews for the hotel and has the potential to enhance the skills of everyone on the team." - Mohamed Rizk, Captain at Park Restaurant, Hyatt Regency Hotel

