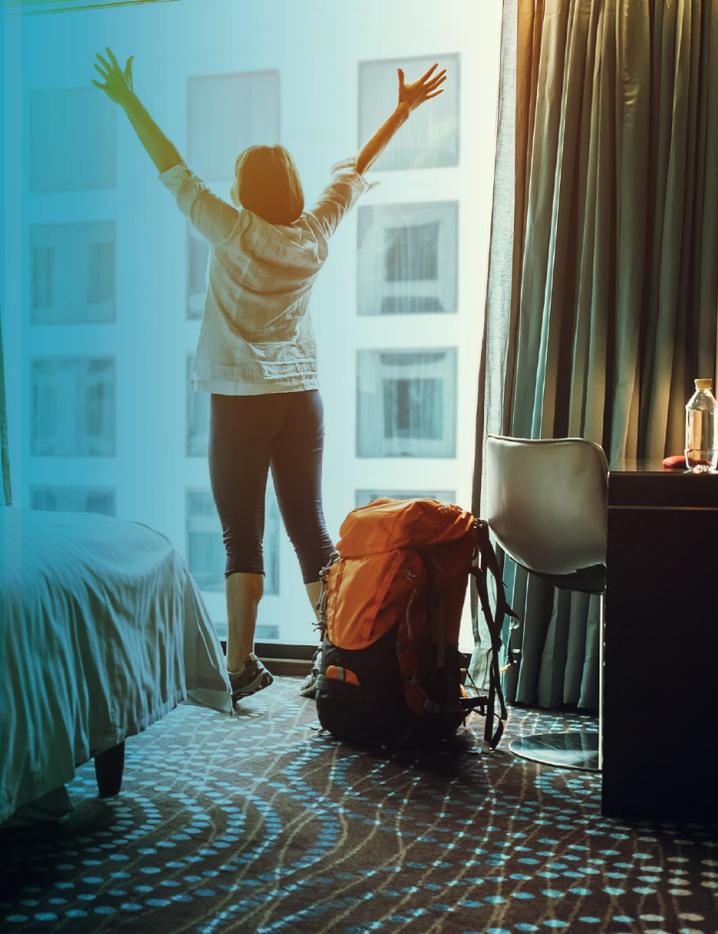


CASE STUDY:

From Heartbreak Hotel to Home Sweet Home

By partnering with Businessolver, hotel operator's employees become just as important as their guests.



TWO ROADS HOSPITALITY

Our personal investments are reflections of ourselves. The car we drive. The clothes we wear. And, the hotels we use when traveling. As a global operator of independent, boutique, and lifestyle hotels, no one knows this better than Two Roads Hospitality, now known as CoralTree Hospitality. And for them, the way they deliver benefits to their employees must reflect who they are as a company. It must represent what they stand for.

Company Snapshot



- ▶ Provider of hotel management services for 110 independent hotels, 85 of which are based in the U.S. with more than **15,000 employees**.
- ▶ Manages properties belonging to more than **70 different owners**, resulting in many complex and unique benefit structures.
- ▶ **High turnover** of hourly wage employees whose first language is not English.



Challenge

The hospitality industry is known for its high-touch and personalized service. “But, when the local HR director must sit down and personally enroll every single employee in the benefit plan, that’s not the high-touch we want to do,” said Vice President of Total Rewards & HR Systems Chad Moon. **Their HRIS benefits module required Chad and his team to complete several manual processes** — from new hires to life events to COBRA, and everything in between.

Administrative processes aside, Chad says Two Roads employees were also frustrated. Their young and multi-lingual population of workers wanted to enroll and manage their benefits on their own time, with their own device, and in their own language. Unfortunately, Two Roads’ benefits module didn’t support that.



Solution

Chad set up a meeting with his CEO, CFO, and chief people officer to discuss the problem. He used a visual aid to demonstrate the manual nature of his team’s work — a spaghetti-like series of lines connected to 10 separate systems, each other, and, somewhere in the mix, Chad’s team.

Then, he showed how using a point-solution like Benefitsolver would work — **a single hub for everything from benefits administration to ACA compliance to reporting**. The decision makers got a visual representation of how the data flowed without manual intervention. It was seamless. And, it was integrated with their existing HRIS, carriers, and payroll systems.



Results

Shortly after implementing the Benefitsolver system, Chad’s team began to experience several efficiencies — good news for a small team tasked with managing 85 properties and a steady stream of acquisitions.

“The new system has streamlined and automated our benefit administration process, making it manageable and painless,” said Benefits and Wellbeing Manager Claudia Florat. “Our HR and Payroll teams would agree, as it has eliminated a lot of manual processes.”

Although Two Roads’ main goal was to find an automated system that was interconnected to multiple disparate systems, Chad and his team soon discovered some additional functionalities they weren’t expecting.

“Communications was our big ‘ah-ha!’ moment,” Chad said. **“Suddenly, we had a great opportunity to brand our benefits and have one platform in which to store and drive our content.** We could customize our portal to drive employee behaviors such as using telemedicine services or enrolling in their 401k.”

The employee experience also improved, both in terms of enrollment and the support they receive for making the right benefits decisions.

“Our employees can enroll **using their preferred language** and they receive invaluable insight on picking the right plans for them with the MyChoice tool,” said Benefits Administrator Julie Appleford.

Client Testimony

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“Our employees can enroll using their preferred language and they receive **invaluable insight** on picking the right plans for them with the **MyChoice tool.**”

