CASE STUDY
Hyatt

ABOUT THE CLIENT

Hyatt Hotel Corporation is one of the world’s premier hotel companies. Hyatt subsidiaries own, manage or franchise more than 550 hotels and resorts worldwide.

www.hyatt.com

“Mimeo now provides a one stop shop for hotel managers to get the materials they need, when they need them.”

- Christy S., VP Learning & Development

CHALLENGE

Hyatt’s Learning & Development and Marketing teams produce documents and consumables for hotel locations. Their process was time consuming, vulnerable to errors, and cost intensive. Plus, warehoused materials would frequently become obsolete.

PROBLEM SOLVING

Mimeo’s Marketplace gives Hyatt an online branded storefront where hotel owners/managers customize materials for their locations and order materials as needed - no more warehousing. The storefront also provides automated online tracking throughout the entire process which was not available before.

BONUS

Hyatt elected a Marketplace Administrator to manage the document library and ensure that materials were up to date. 1 person can now manage storefronts for 4 departments.