



'Centum delivers quality L&D solutions that have a measurable impact on business performance'

Centum Learning is an acclaimed talent transformation company, which is part of USD16.5 billion Bharti Group. An ISO 9001:2015 certified company, Centum Learning works with corporates and businesses to help enhance their employee productivity and employability through their smart learning platforms. The company has recently undertaken a training intervention for the world's largest restaurant company, as well as helped train the ground

staff of the Delhi International Airport Limited (DIAL). **Hospitality Biz** spoke to **Suwendu Dhar, Business Head of Corporate Training Solutions, Centum Learning** to know more about their solutions.

Q What is your understanding of the state of training and development in the hospitality industry in India? Do businesses give importance to the L&D of their employees?

The hospitality sector faces various challenges when it comes to training – high staff-turnover, low customer-centric practices, ever-changing compliances/ legislation, and inability to keep up with technological advancements, etc. For employees, soft skills and the ability to have necessary technical know-how plays a vital role in their individual growth and that of the company. In such cases, making efficient use of technology can help employers to implement a continuous and comprehensive learning environment for all employees.

Business Leaders in the hospitality industry have realised the need to invest in training and development of their employees. They are being mindful of the value and return on investment that can be generated through training, therefore, encouraging incorporating training courses for their employees. Here, smart learning platforms like Centum LearnPro help organisations achieve measurable business results.

Q How is Centum Learning engaging hospitality businesses? What is your expertise in this sector, in India & globally?

Centum Learning offers continuous and comprehensive training programs for improving the quality of customer service delivery, a factor that is vital to ensuring success in the hospitality sector. The workforce in this sector needs to be aware of the different national and international cultures, as many people come from different geographies of the world. For such organisations, providing a single classroom-type training becomes a tedious task. Here is where Centum's TeBL methodology comes into the picture as it leverages the training outcomes in a cost-effective and time-saving manner. By blending technology and instructor-led training to fit the individual needs of employers.

We undertook a training intervention for the world's largest restaurant company with more than 36000 restaurants in over 110 countries. It comprises of entire mobilisation, sourcing, creation of customized training content and pre-hire training of the candidates for the frontline roles. Centum Learning implemented the unique 'See-Hear-Act' training methodology to make the candidates job-ready through quick and practical training.

The first training centre of the learning academy was launched in Bangalore, followed by another one in south India. The network of

academy gradually expanded across the country and provided the staffing and training solutions for all the brands of the restaurant giant in a phased manner.

Q The hospitality industry has one of the highest talent crunch, attritions and dubious records in work-life balance. In that context, how can your learning and development tools help the industry?

We, at Centum Learning, believe in delivering quality learning and development solutions that have a direct and measurable impact on key business performance indicators. Through our unique Technology-enabled Blended Learning (TeBL), we provide end-to-end training solutions across multiple domains to holistically impact business metrics. Our smart learning platform- Centum LearnPro is a Learning eXperience Platform (LXP) which gives a single point of access for all learning needs of an employee in an organisation. Be it creating career and learning pathways, enhancing and developing skills or tracking the learning activities of employees via multiple channels and content partners. This platform provides a reliable, flexible and scalable solution which helps employees to upskill themselves.

Centum focuses on helping corporates to be ready to face any job skill-related challenge. We believe that training creates a significant influence on employee motivation and retention. Companies that offer continuous training opportunities for the advancement of skills have more loyal employees.

Q Do you have any case study to share from the industry?

We recently helped in training the ground staff at Delhi International Airport Limited (DIAL), India's largest international airport by providing the highest quality of customer service. We helped them in aligning themselves to provide seamless service to meet the needs and requirements of passengers. For this, we designed a program aimed at bringing the company closer to the people they serve while enhancing the image of the company. These programs used a highly interactive methodology of activities, case studies, simulations, instructor-based training such as team building activities, WhatsApp webinars, app-based training and gamification among other tactics to ensure the transfer of learning across multiple stakeholders located in the airport. Our training interventions resulted in noticeable improvement of its Airport Service Quality (ASQ) scores. ■