

CASE STUDY: TOWNE PARK

Towne Park is a leading hotel and healthcare hospitality services and parking solutions provider proudly serving premier hotels and healthcare companies nationwide.

Learn more at www.townepark.com



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"This supports our ability to attract, training, and retain the best teams by connecting employees, putting important company tools and training in their hands and building culture and pride in Towne Park."

PRIMARY PROJECT GOALS

Engagement & Service Excellence

- Create fully engaged and motivated associates to deliver consistent excellence everywhere, every day

Strategic Growth

- Build and scale innovative tech solutions that demonstrate differentiation enabling higher base growth (additional services) and new business

Operational Excellence

- Deliver operational excellence enhancements and productivity improvements

TANGIBLE OUTCOMES

- ✓ Record Level of Business Growth
- ✓ Record Client Retention Rate
- ✓ Record New Business
- ✓ Staffing Is Competitive Advantage
- ✓ Margin Expansion

STRATEGIC OUTCOMES

Internal Culture Strengthened

- **Communication:** Ability to put company messages directly in the hands of all associates, eliminating cascading messages, delivering enhanced consistency. Site-related info quickly and easily communicated to and among associates. Fosters two-way dialogue, breaking down hierarchies, speeding up comms dissemination, with immediate feedback. Builds culture by sharing stories of success, highlighting and featuring associate stories and provides channel for recognition.
- **Collaboration:** Enables rapid adjustments to schedule changes, shift swap enablement, and time-off requests. Develops supports frontline knowledge-sharing and problem solving.
- **Easy Access to Company Materials, Info, and Training:** Quick access to operating practices, safety tips, HR and benefits. fingertips. Link with other company tools and systems such as HRIS, training, time and attendance, and more.

Towne Park Unlocks Competitive Advantage Through Thought Leadership

Delivering Better Customer Experiences:

- Unlocked latent service excellence capability and incremental revenue increase opportunities for current and prospective customers through technology enablement provided with Unisyn technology infrastructure.
- Increased ability to attract, train and retain the best talent and put important company tools directly in associates' hands supports ability for Towne Park to deliver the best team and best service delivery for clients.

Using Data to Drive Better Decisions and Outcomes:

- Access to previously inaccessible behavioral information provides leadership with invaluable decision-making ability to maximize financial outcomes