centrical

CUSTOMER STORY

IHG HOTELS & RESORTS | TRAVEL & HOSPITALITY

How IHG Hotels & Resorts Turned Frontline Enablement Into Loyalty Performance

NUMBER OF PROPERTIES	NUMBER OF USERS	REGION
4,000+	50,000	Global

Goal

Consistently deliver the IHG One Rewards loyalty program across a global hotel network, starting with frontline associates at the property level.

Challenge

IHG Hotels & Resorts, one of the world's leading hotel companies, had recently revamped IHG One Rewards and needed every hotel team to deliver the new program consistently. Across thousands of properties, most of them franchised, reaching every frontline associate responsible for loyalty recognition and guest enrollment posed a structural challenge. General managers were the primary channel for communicating program goals and benefits to frontline teams, creating a bottleneck that made it hard to reach those associates. To meet its loyalty enrollment goals, IHG needed a way to engage those associates directly, in a format simple enough to fit into a busy hotel shift.

Solution

IHG partnered with Centrical to build IHG Climb, a branded enablement platform designed to give hotel teams the knowledge, context, and motivation to deliver IHG One Rewards confidently and consistently.

IHG built a robust **content strategy**, releasing new content regularly across topics from loyalty recognition and enrollment to guest experience and brand standards, broken into short modules and delivered in multiple languages across regions.

Once teams had the foundation, IHG layered in **personalized KPIs and leaderboards** so properties could compete to climb the rankings. Associates took ownership in ways that far exceeded expectations: hotels created their own traditions around top performers, teams challenged each other across regions, and engagement consistently surpassed IHG's goals.

Results *High-engagement vs. low/no-engagement properties*

4.01pts
YoY Enrollment Efficiency improvement (vs. 3.04 pts)

3.26pts
YoY Loyalty Recognition improvement (vs. 2.86 pts)

+1.32RGI
YoY improvement, Sales (vs. +1.01 pts)

> *"We really wanted to see a step change in performance and make sure that our branded hotels are delivering the IHG One Rewards program day in and day out, while finding new ways to engage with our frontline team members.""*

N. Scott, Senior Vice President, Commercial & Revenue Management