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PARTNER

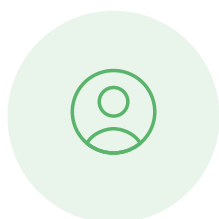
Case Study

Inside Marriott International's global guest experience strategy

The context and challenge

Powering world-class guest experiences through personalised learning at scale with Axonify

Marriott International operates across 9,000 locations worldwide, with over 800,000 employees speaking more than 38 different languages. At this scale, delivering consistent, world-class guest experiences across every property, every shift, and every market is one of the most complex operational challenges in global hospitality.



800k+

Employees
Worldwide



9,000

Global
Locations



20%

Increase in
Knowledge



38

Languages
Supported

Marriott needed a solution that could connect, inform, and empower every frontline employee, regardless of location, language, or role, with the right knowledge, at the right moment, to deliver on the brand promise every single day.



The solution

Marriott partnered with Axonify to deploy a mobile-first training and performance solution that brings learning and communication together in one seamless experience.

The platform gave Marriott's employees access to:

- 01 Personalised learning paths tailored to each employee's role and knowledge gaps
- 02 AI-powered adaptive training and reinforcement to ensure knowledge is retained
- 03 Two-way communication tools to keep employees connected to HQ
- 04 Gamified learning experiences that drive engagement across every level of the organisation
- 05 Task-based training that ties directly to daily operational priorities
- 06 Manager tools to identify skill gaps and deliver targeted, timely support

The results

The response has been transformative. Enhanced communications fostered greater connection and engagement among employees, improving both peer-to-peer interaction and company-wide alignment.

20%

Increase in knowledge

Across role-specific knowledge areas for employees

9,000

Consistent service at scale

Brand standards delivered across all 9,000 locations

38

Languages supported

Employees empowered to learn in their preferred language

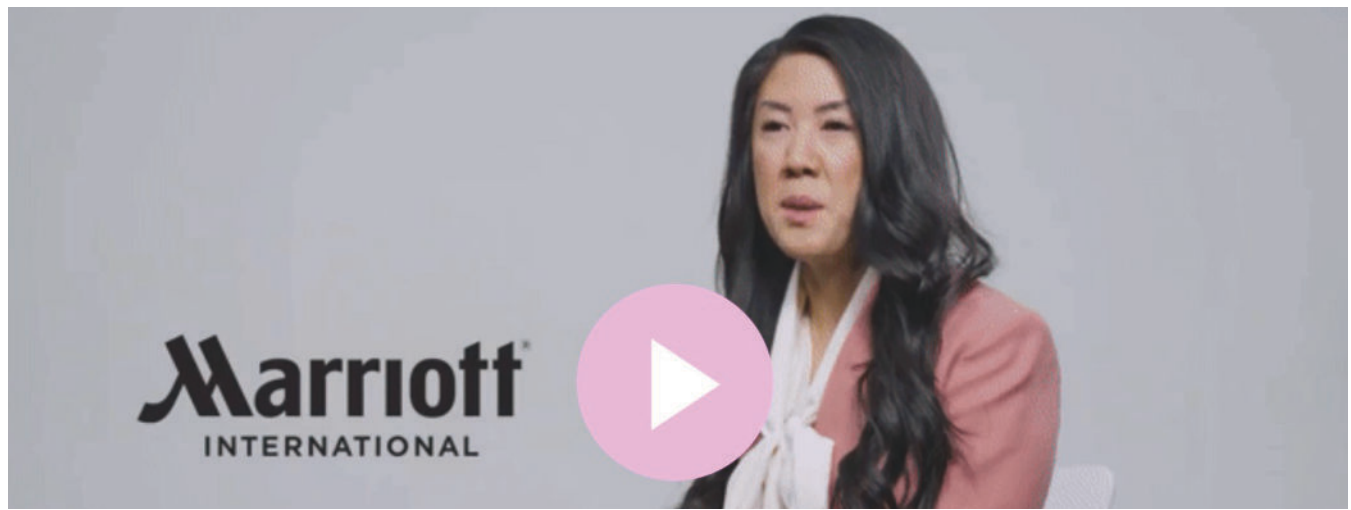
Stronger

Stronger manager capability

Managers empowered to identify gaps and deliver targeted training

“As we’ve listened to our associates, we’ve been really purposeful about meeting their needs so that they feel more connected to the company and that they’re empowered to do their job today very well and be prepared for the next job they may tackle. Introducing Axonify, a new consolidated learning platform for us that brings together both communication and learning, has helped us do this.”

Jessica Lee, Global Officer, Talent Acquisition and Associate Development, Marriott International



About Capability Group

Capability Group is Axonify's trusted partner across the Asia-Pacific region. We help hospitality brands implement, customise, and maximise the Axonify platform, turning frontline enablement strategy into consistent, measurable results across properties and markets.

**Ready to see what Axonify can do
for your hotel teams?**

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