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Case Study

Quest Apartment Hotels: Bringing a sustainability strategy to life through engaging e-learning modules

The context and challenge

Quest Apartment Hotels is one of Australasia's largest apartment hotel operators, with more than 160 properties across Australia, New Zealand, Fiji, and the United Kingdom. Serving both business and leisure travellers, Quest offers consistent, high-quality accommodation experiences and is innovating on sustainability across its franchise network.

Quest had developed a meaningful sustainability strategy, but translating it into consistent, everyday behaviours across a dispersed franchise network was a significant challenge. With properties managed by individual franchisees across multiple locations, Quest needed a way to bring every employee into the sustainability mission, ensuring it translated into their daily behaviours and that the organisation could meet and easily track compliance with sustainability regulations.



The solution

Capability Group partnered with Quest to design bespoke e-learning modules: an engaging digital experience that could be distributed to all franchisees and completed by every employee across the network.

Together, we created:

- 01 A series of animated videos to humanise the sustainability story and connect employees to the mission behind the strategy.
- 02 Clear, practical guidance on how each employee could translate the strategy into daily habits.
- 03 A consistent narrative designed to align all franchisees and their teams behind a shared purpose.
- 04 Built-in compliance tracking, making it easy for Quest to monitor completion rates and demonstrate regulatory adherence across all properties.

The outcome

The e-learning modules gave Quest a scalable, consistent way to engage its entire franchise workforce, ensuring the brand's commitment to a greener future was understood and acted upon.



Strategy translated into habits

Sustainability goals translated into practical, everyday employee behaviours across the network.



Franchise-wide consistency

Engaging modules deployed consistently across all Quest properties and franchisees.



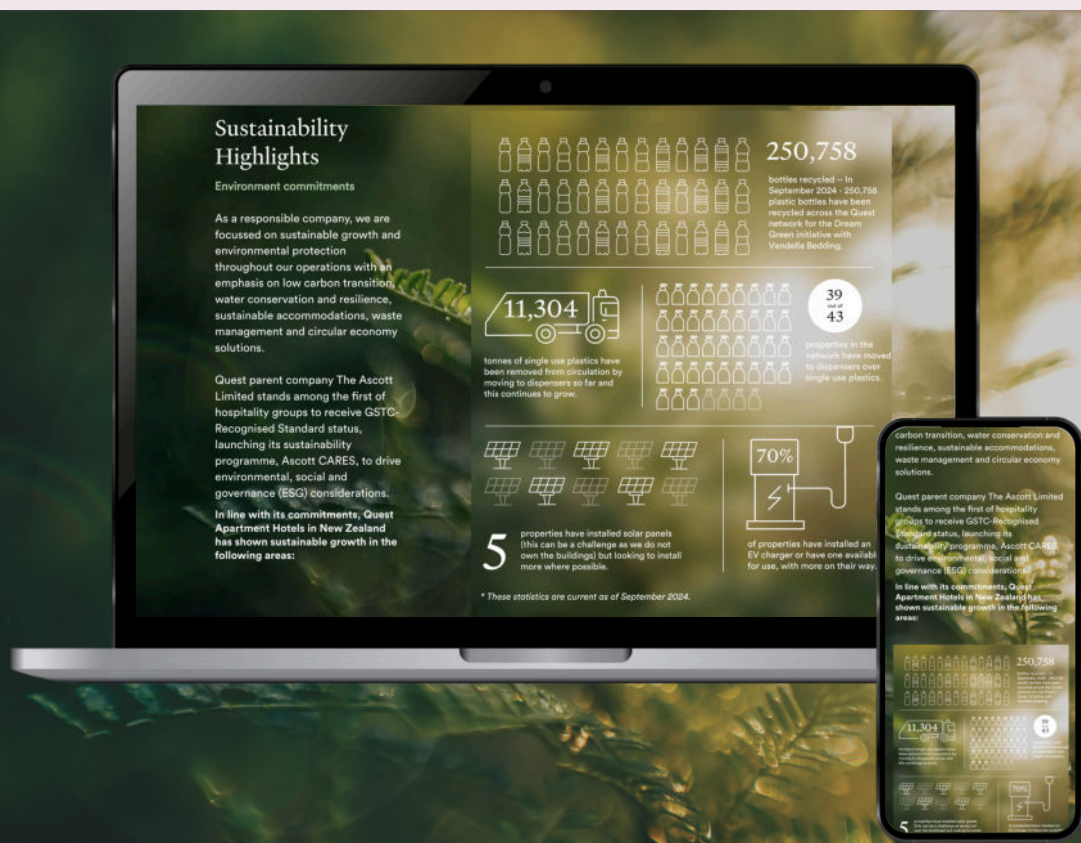
Simplified compliance tracking

Completion rates easily monitored across all locations, supporting regulatory reporting with no extra admin.



Scalability

A learning asset ready to onboard new franchisees and properties as the network grows.



About Capability Group

Capability Group creates powerful learning experiences that transform individuals, teams, and organisational performance at scale. We specialise in designing engaging, bespoke learning solutions that connect strategy to everyday behaviour across hospitality brands in APAC.

**Want to bring your strategy to life
for every employee?**

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