



CLIENT STORY

Hershey Entertainment & Resorts



SUMMARY

Founded in 1927 when Milton S. Hershey separated his entertainment and community-building endeavors from his chocolate manufacturing operations, Hershey Entertainment & Resorts has a proud history of responsible, sustainable business practices. Dedicated to positive community involvement, care for the natural world, and providing a safe, healthy and respectful environment for guest and employees, Hershey Entertainment & Resorts continually strives to build on Milton S. Hershey's legacy.

With more than 2 dozen hospitality properties in Hershey, Pennsylvania, including 5 hotels and resorts, 10 restaurants, multiple entertainment venues, an amusement park, a wildlife park, and a hockey team, Hershey Entertainment & Resorts' operations span the entire spectrum of hospitality and food service enterprises. As part of their continued commitment to excellence, Hershey tasked SafetySkills with providing effective and relevant safety training to all of their employees.

9,000+

Employees

7,000+

Part-time and
seasonal employees

25

Properties

Overcoming Barriers



CHALLENGE

With a wide variety of job roles, large seasonal shifts in staffing, and an unwavering focus on the safety and enjoyment of guests, Hershey faces numerous training challenges. In the interest of providing effective, consistent training across multiple properties, they sought an online solution. Unfortunately, most of the training they found available was overly generic and did not address the unique challenges faced by hospitality workers.



SOLUTION

SafetySkills was able to provide Hershey with courses addressing a wide range of topics, including a series of titles designed specifically for the hospitality and food service industry, all delivered in a custom interface to reinforce Hershey's brand identity.

Based on requests from Hershey and other clients in the hospitality and food service industry, the SafetySkills Instructional Design Team developed 13 courses over topics unique to the industry such as successful guest services techniques, safe pool operation, golf course maintenance, and lost child protocols.

World-Class Solutions



CHALLENGE

Hershey wanted the SafetySkills courses they licensed to be delivered through an LMS they were already using, CertPoint. Initially Hershey had difficulties getting SafetySkills courses to play in their LMS.



SOLUTION

SafetySkills world-class support team were able to work closely with Hershey's LMS administrator and the support team at CertPoint to determine the root of the problem, and were not only able to get the courses working but also added new features to Hershey's courses in order to improve performance.

SafetySkills® courseware is both AICC and SCORM 1.2 compliant and is compatible with all of the leading learning management platforms. SafetySkills products have been successfully deployed on numerous ERPs and learning management platforms including Blackboard®, Oracle® PeopleSoft, SAP's Success Factors® (Plateau®), Moodle™, SumTotal®, and SkillPort®. SafetySkills customer care is available to assist with technical issues or questions that may arise during implementation.

Our process

SafetySkills balances a deep knowledge of safety with the ability to produce high-quality, responsive instructional content. All of our products and services are developed 100% in-house, and are supported right here in our Oklahoma City studio by the people who made them. Our singular focus on training employees in life-critical competencies allows us to offer high quality content that connects with people.

We believe engagement changes everything. Because safety is imperative to growth, highly engaging and relevant content is crucial to the success of any company. With this in mind, our courses are designed to reinforce company brand messaging, with a high degree of interactivity and industry-specific content to produce the most effective results.

ABOUT SAFETYSKILLS

SafetySkills is a leading provider of products and services focused on keeping workers safe through effective training.

With a proven track record of over 20 years, operating in 18 countries and 8 languages, to over 10,000 public and private sector organizations, and over 1 million learners, SafetySkills leverages its experience, resources and technologies to meet its client's EHS and emergency response training and certification requirements.



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