



CASE STUDY

How a leading hospitality management enterprise implemented action-oriented employee feedback by empowering managers with AI coaching

AT A GLANCE

COMPANY

- Travel and hospitality
- 7,500+ employees
- 16 brands
- 82 properties

BENEFITS

- Completed platform integration, designed and executed a full-scale employee engagement survey within **6 weeks**
- **500+ actions** completed by managers **within 30 days** of receiving team results
- **30x ROI on AI coaching**



"Macorva won our scorecard by a landslide due to their one-of-a-kind Radiant AI action planning. It is truly a game-changer. Our managers have been able to get results and take action immediately."

LATOYA ATWELL-WILLIAMS
VP, Corporate HR and L&D
Atrium Hospitality

BACKGROUND

Atrium Hospitality is a leading hotel and asset management company headquartered at Deerfield Point in Alpharetta, GA, overseeing a portfolio of hotels licensed primarily through the Marriott, Hilton, and Intercontinental brand families.

Atrium required an employee feedback solution that would be accessible to all teams and empower every manager to take action. Atrium partnered with Macorva to distribute full-scale, local, and lifecycle surveys and provide automated, personalized action plans to managers using state-of-the-art artificial intelligence.

FEEDBACK NEEDS

Action planning for team managers

To ensure successful outcomes in engagement, retention, and performance, Atrium required a feedback solution that would empower managers to act on their team results immediately.

Self-service expansion

In order to minimize turnaround time and enable rapid expansion of their feedback program, Atrium required a platform that would be easy to use and not require consultants to configure and dispatch surveys.

Seamless integration

With over 7,500 employees across nearly 100 locations, Atrium required a solution that could automatically retrieve up-to-date employee information from their centralized HRIS (Workday).

After a thorough evaluation of many enterprise-scale employee feedback platforms, Atrium chose to partner with Macorva, noting that "no other solution came close" to the level of personalized action planning provided by Macorva's cutting-edge Radiant AI.



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RESULTS

Top 15th percentile response rate

Atrium's first project with Macorva was a full-scale engagement survey, which received a response rate in the top 15% of all benchmark companies.

Top 25th percentile in engagement

Atrium's full-scale employee engagement survey revealed their organization was in the top quartile of companies with the most engaged employees.

500+ manager actions completed in 30 days

Macorva's Radiant AI provided Atrium's local managers with automated, personalized action items based on their team's feedback. As a result, within 30 days of managers receiving their team survey results, managers completed over 500 feedback-driven actions.

BENEFITS

30x return on investment with AI coaching

With Radiant AI, Atrium was able to connect team managers at every level of the organization with personalized action plans without the cost or time investment of management consulting services.

From implementation to results in just 6 weeks

With Macorva's API, Atrium was able to sync employee information from Workday daily. Through this integration and using Macorva's self-service, flexible platform with accessibility features for a deskless workforce (e.g., QR codes), Atrium was able to implement, design, and distribute a full-scale employee engagement survey within 6 weeks.

The integration and self-service, user-friendly platform also made a variety of effectiveness surveys available to Atrium, including new hire surveys to measure and track onboarding experience and effectiveness.


IN SUMMARY

After partnering with Macorva, Atrium Hospitality successfully implemented a full-scale employee feedback program that empowered local managers to interpret team results and take next steps through automated, personalized AI coaching.

**FOR MORE INFO ON
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OUT TO OUR TEAM:**

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