



CASE STUDY:

EXCELLENCE IN SERVICE MANAGEMENT

LEADERSHIP CENTER ACHIEVES HIGH-FLYING
PERFORMANCE ACROSS SERVICES

For over 20 years, Aramark has helped a leading aerospace company create a trusted atmosphere for learning and leadership training — supported by service excellence from a full suite of integrated facilities management and dining services.

UP FOR THE CHALLENGE

Like the products it creates for the world, this global aerospace company expects a high level of performance in all of its many operations around the world. In particular, the company places exceptional demands on this critical site. As the primary location for corporate training and events, the 200-acre campus is run like a machine—from its food and beverage services to its full suite of services required.

With an average of 350 to 400 events per year, nearly 27,000 guests annually, 310,000 square feet of building space, 10 meeting rooms and 27 breakout rooms, keeping the center running like clockwork and on budget requires a rare combination of expertise, commitment and shared mission with its services partner.

The center set the bar high with its annual satisfaction goal at 95%. In 2019, it exceeded this goal when it **reached a satisfaction score of 97.88%**.

A PASSION FOR HIGH PERFORMANCE

Since 1999, Aramark's partnership with the center has been dedicated to service excellence through managing the following:

- Integrated facilities management (IFM)
- Food and beverage
- Housekeeping
- Groundskeeping, including landscaping and snow removal
- Engineering, including preventive maintenance and repair
- Project management
- Security, including monitoring and control
- Guest services, including front desk, transportation, gift shop, valet and concierge services
- Conference services, including coordination, management and reception services
- Hotel services
- Uniforms
- Audio and visual
- Accounting

A LONG HISTORY OF **SUCCESSFUL** SERVICE OPERATIONS

For almost a quarter-century, the center has enjoyed notable outcomes from its service operations — from greater efficiencies to cost savings. Continuous improvement has been a key metric for the aerospace brand and has driven a year-over-year cycle of improvement supported by a high level of innovation. Among the many innovations that have helped the center thrive include:

Energy Efficiency. After a deep energy analysis, the center implemented an energy savings program that resulted in a savings on electric and gas and increased the center's Energy Star score to 72 points — an increase of 52 points over five years.

Conservation Improvements. With a focus on both saving money and conserving resources, the center engaged in several energy-saving conservation projects, including converting manicured lawns to prairies and initiating projects to reduce erosion. It also installed LED lighting in several locations, including buildings on the upper campus and the main parking lot.

Renovation Success. A three-year, \$1M renovation relied largely on its services partner's project management expertise in strategic design. Aramark held four of the nine design committee positions, split design costs 50/50 and contributed experience in ordering \$400K in new kitchen equipment.

Staff Cross-Training. The company overcame the challenge of retaining team members by implementing an innovative cross-training program to give its 144-member staff skills to perform more than one job. By prioritizing this strategy, the organization has gained several advantages, including increased productivity, employee job satisfaction and lower temporary labor hiring. Further, the center developed a housekeeping self-inspection team system that increased employee engagement, knowledge and pride, all while minimizing labor costs.

Training Efficiencies. By implementing the innovative LEAN+ training program to onboard new team members, the center was able to seamlessly transition 7,000-plus hours of registration tasks to its services partner at no additional cost. These hours were reallocated to the organization, resulting in significant productivity gains.

Staff Satisfaction. To further improve team members' job satisfaction, the center executed a four-year program to upgrade employee workspaces and make them more comfortable and efficient. Redesigned and upgraded workspaces include maintenance, housekeeping, kitchens and kitchen offices.

Reopening Strategy. During the COVID-19 pandemic, the company's services partner managed all necessary operating modifications and prepared for reopening, including creating a scalable design for operating with minimal staff, reconfiguring classrooms for virtual sessions, implementing a stringent cleaning program, and implementing Aramark's innovative food and beverage solutions, including boxed meals.

CONTINUOUS IMPROVEMENT TAKES FLIGHT

From employee training to inventory management systems to payment processes, the partnership between the aerospace company and Aramark has produced stellar results on many levels, including:

- 90% of work self-performed
- 97.88% guest satisfaction score
- 90% IFM score of key performance indicators from on-site account representative (Level 1 client survey response)

HIGH-FLYING RESULTS

Daily, weekly and monthly QA assessments provide insights on results achieved.

An online productivity portal tracks labor, waste management and food safety ensuring continual delivery on financial commitments and deliver these results:

- Smart scheduling aligns hours with service requirements, so staff members are always in key positions when needed.
- Environmental and cost-saving commitments have lowered energy use by 30%.
- Best-pricing purchasing power is guaranteed through strong supplier relationships.
- Food cost reduction program uses standardized recipes and smart planning software to reduce costs and deliver a sustainable model for preparing healthy and delicious menu selections.
- Consistent training, cross-training and mentorship have improved employee retention and lowered turnover to 40% below the hospitality industry average.





FOCUSED ON SELF-PERFORMANCE SUCCESS

A continued partnership in innovation looks forward.

A primary contributor to this success is the ability to self-perform 90% of the work requirement with the on-site team — a key value driver around cost, quality and continuous improvement. Aramark will have dozens of employees dedicated to the campus, delivering maintenance, janitorial, groundskeeping and project management. Additionally, it will manage all other services and supplies through its \$13 billion GPO — a proven program that leverages suppliers and vendor partners effectively.

“ We have built a strong partnership with Aramark based on an alignment of values. Together, through integrity, trust, transparency and a constant flow of information, ideas, and interaction, we have become one seamless entity in providing excellent service to our customers and guests.” — Senior Operations Manager, Client Representative

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