



MARINA BAY SANDS

On a Journey to Magnificent Service

In fast-paced preparation for their grand opening in 2011, Singapore's luxurious, integrated resort, Marina Bay Sands, hired more than 6,000 employees in three months. As training efforts became paramount, the company's leadership team saw a chance to differentiate their property from competitors. Beyond technical training, the organization chose to focus their employee education on creating a magnificent guest experience.

Their main challenge was time. A program had to be defined and implemented quickly, efficiently, and continuously to employees throughout the organization. To meet this challenge, Marina Bay Sands turned to Ron Kaufman and *UP! Your Service* to consult.

THE ROAD TO SUPERIOR SERVICE

First, Kaufman and his team hosted a Service Leadership Workshop for the entire Marina Bay Sands leadership team, and worked with a Steering Committee empowered to align culture-building activities across the organization. Soon after, all 8,800 Marina Bay Sands team members completed one of the core *UP! Your Service* educational programs conducted by in-house Certified Course Leaders. *UP! Your Service* consultants met regularly with the Steering Committee to review results. Within three months of the program's start, the resort saw a 30% jump in customer experience scores.

"Marina Bay Sands constantly strives to develop unique and measurable ways of teaching, training and engaging our people."

GEORGE TANASJEVICH
Chief Executive
Marina Bay Sands



CLIENT
Marina Bay Sands

PROFILE
An integrated resort destination with business, leisure, and entertainment venues

BRAND
Member of the internationally renowned Las Vegas Sands Corporation

VENUES AND FACILITIES
Large convention and exhibition halls, 2,650 hotel rooms and suites, world-class dining, premium shopping, on-site casino, theaters, and ArtScience museum

TEAM MEMBERS
10,000+ staff

ART AND CULTURE
Offers a choice of three rotating and one permanent world-class art exhibits, and boasts seven celebrity chef restaurants