

## Delivery of Selection Tools and Training



Starwood Hotels & Resorts is one of the leading hotel and leisure companies in the world with more than 1,200 properties in some 100 countries and over 180,000 employees at its owned and managed properties. Starwood manages internationally renowned brands such as St. Regis, The Luxury Collection, Westin, Le Méridien, and Sheraton.

### THE CHALLENGE

Starwood (Asia Pacific) has been engaging the services of OPRA in the last ten years for the assessment of candidates for the purpose of recruitment and shortlisting for their in-house talent management program. Besides the ad hoc request for bureau assessment service from OPRA, they also have a large pool of in-house test administrators. With the setup of OPRA Asia, the challenge was to revise the current service model for more efficient communication and control over test usage and administrator training.

### OPRA'S SOLUTION

Over a span of six months, OPRA Asia reviewed and revised the service model with Starwood's regional office for Asia Pacific and implemented the following changes on our existing relationship:

- Audit of user accounts in the psychometric testing system for Starwood HR.
- Standardisation of training and standards of proficiency for Starwood's in-house test administrators.
- Centralisation of account management between Starwood (Asia Pac) and OPRA Asia to minimise man-hour costs in adhoc service delivery for each Starwood property.

### RESULTS

- Test user accounts within Starwood properties have been streamlined by over 50%, with current users updated on test administrator responsibilities and inactive accounts removed.
- Test credit and user training requests are centralised and monitored by Starwood Asia Pac office, serviced directly by OPRA Asia, thus minimising communication and billing across countless separate entities.
- Greater security over test use and a more effective service model where OPRA collaborates with one parent account holder monitoring all users within the larger organisation. The centralisation has also paved way for OPRA to embark on big data analytics with Starwood, utilising ten years of assessment data across regions.

"OPRA Consulting Group has provided invaluable support to Starwood Asia Pacific for more than 10 years with their assessment tools. The years of collaboration gave us insights to select and develop our associates effectively. Thank You OPRA! "

Ms. Joanne Loh  
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