

Elevating the Hyatt Guest Experience with EcoSure's Lobster Ink Learning Solution

Improving service delivery by empowering frontline staff

In the world of hospitality, sometimes the difference between great and exceptional service is just a little bit of training. Specifically, training that's been carefully designed to elevate the guest's experience and is easily measurable for success.

Hyatt, recognized as one of the world's leading hospitality companies, identified a new challenge in the wake of the pandemic: ensuring consistency in onboarding and service delivery across its global workforce. As a result, the team collaborated with EcoSure to implement a custom Lobster Ink training solution designed to address these concerns. Covering key operational areas including culinary standards, hospitality best practices, and customer service fundamentals, the shared vision was to **equip staff with the skills and knowledge needed to deliver a consistently high-quality experience** — in line with the company's commitment to caring for people so they can be their best.

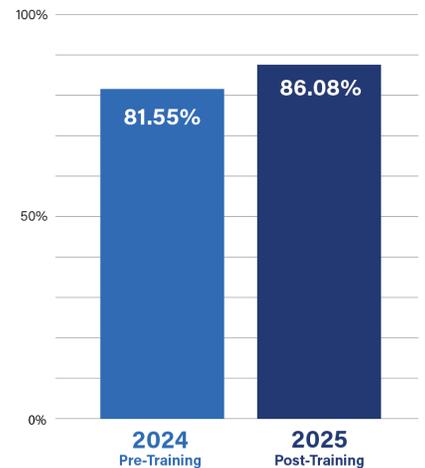
Measuring Success

Together, Hyatt and EcoSure evaluated training impact by comparing experiential audit and Hy-Sat guest satisfaction results across properties, measured before and after program deployment in July 2024. This included a benchmarking period from January-June of 2024 and a post-training analysis period from July 2024-October 2025, as well as year-over-year analysis between 2024 and 2025. A total of 1,219 properties across the Americas, ASPAC and EAME regions completed the Lobster Ink training, of which 51% are franchised, 46% managed, 1% owned and 1% leased.

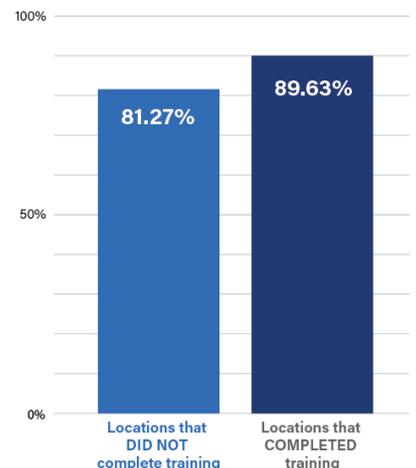
Experiential Audit Scores

Hyatt's Experiential Audit scores provide a clear snapshot of the program's success. Overall positive satisfaction scores—representing the percentage of audits meeting Hyatt's defined guest experience standards—**increased from 81.55% in 2024 to 86.08% in 2025, the year following training deployment.**

Percentage of Positive Feedback in Overall Satisfaction Scores for All Locations



Percentage of Positive Feedback in Overall Satisfaction Scores by Location in 2025

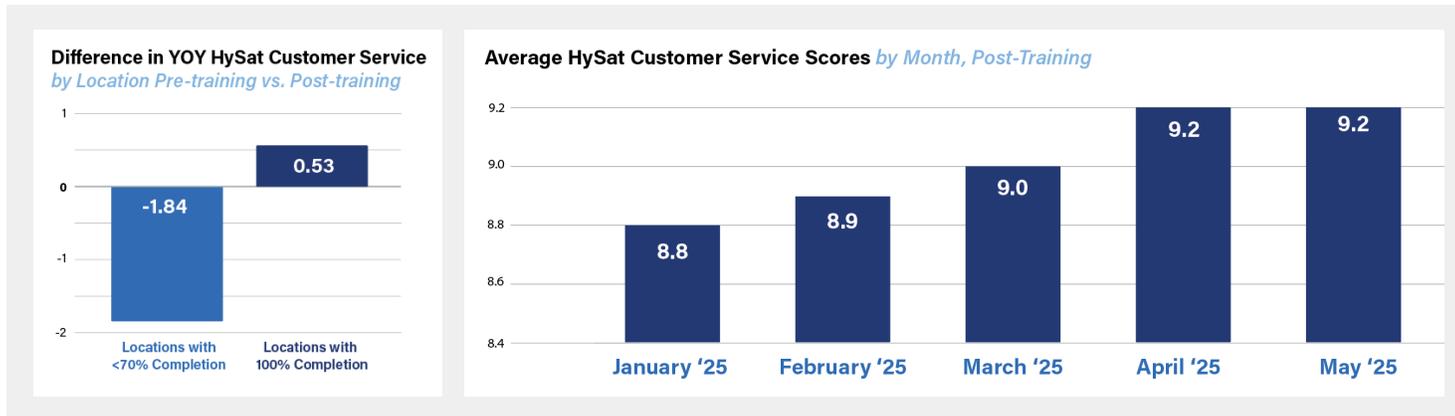


When broken down by location, the impact is even more clear: locations that completed the training achieved **8.36% more positive feedback in 2025** than their counterparts who did not complete the training.

Engaging with the training impacted performance across all categories, from arrival to guest recovery to breakfast and dinner. This impact was particularly notable for the dinner experience, where locations that completed the Lobster Ink training achieved an average audit score of 35.41 compared to an average of just 12.45 among locations that did not complete training. Furthermore, the training provided a lasting impact, as captured by a **10-point jump in average Dinner scores for Lobster Ink-trained locations in 2025**. Comparatively, in the same time period and category, locations who lacked this training saw a score change of less than one percentage point. While many factors may influence performance over time, these sustained performance differences were observed in conjunction with the Lobster Ink training deployment and were most pronounced at locations that completed the program, suggesting a strong correlation between training completion and improved guest experience outcomes.

Hy-Sat Guest Satisfaction Scores

Taking it one step further, analyzing year-over-year Hy-Sat scores across key categories shows the ultimate impact of this collaborative training effort on the Hyatt guest experience.



CUSTOMER SERVICE: _____

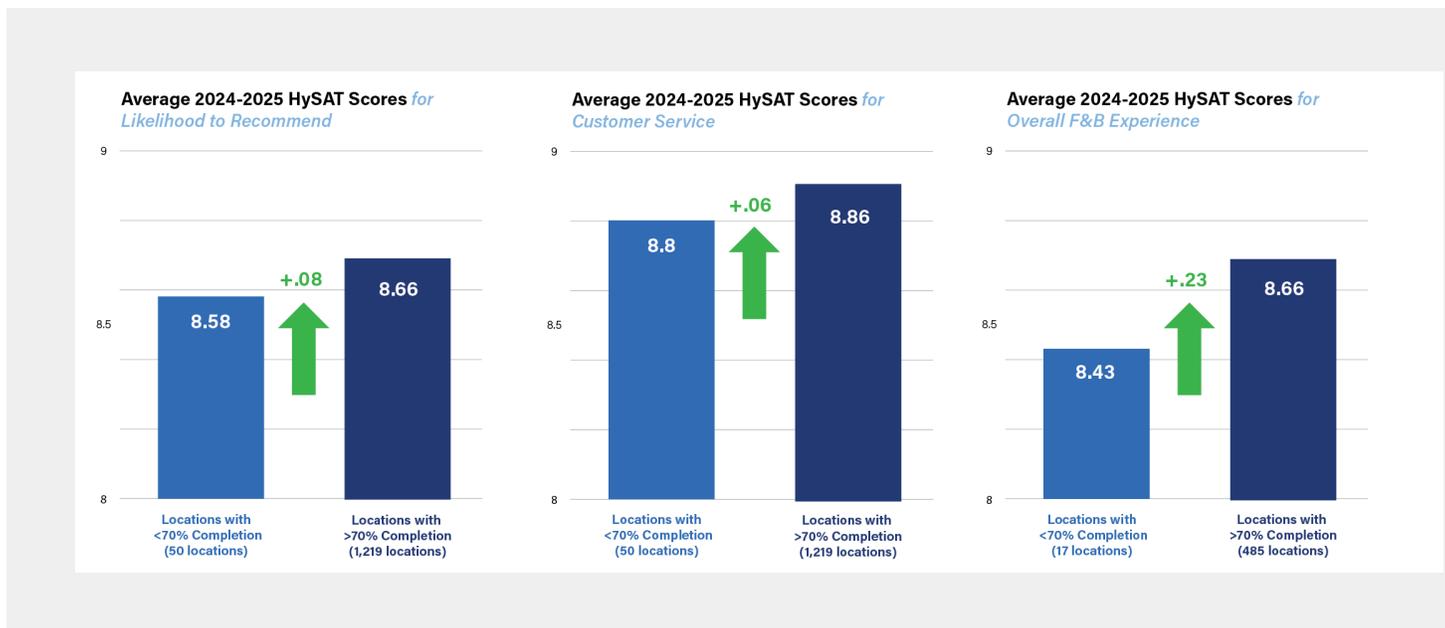
Overall, we saw and **incremental increase in overall Customer Service scores** at the beginning of 2025 in the months following training as seen in the graphic above. Previous years had seen a drop in scores across this same period of months. In addition, properties that achieved 100% training completion not only **sustained "Green Zone" performance** (score of 70+) in this category but also **increased service scores by .53** in the year following training completion.

On the other hand, properties that fell below the minimum 70% training completion threshold saw a comparative drop in Customer Service scores, down 1.84 points YOY (2024-2025). These training completion thresholds were used to distinguish between partial and full program adoption, revealing that properties achieving full completion were more likely to sustain or improve guest satisfaction scores over time.

CHECK-IN, BREAKFAST, OVERALL F&B:

Check-in, Breakfast and Overall F&B scores also highlight the impact of training. Overall, properties that fell below the minimum threshold of 70% training completion showed drops in YOY scores for all three of these key categories, while properties that accomplished 100% completion showed a slight **increase** in each of these scores (+0.56, +1.09 and +0.92 YOY, respectively).

It is important to note the difference in sample sizes between those who met the 70% completion threshold and those who did not complete any training. 1,219 hotels – the vast majority of Hyatt’s properties – met the completion threshold, with only 50 hotels did not. Despite averaging scores from a much larger and more diverse number of properties, those who met saw notably higher scores than their untrained peers. Those differences are pictured below.



Conclusion

Hyatt’s partnership with EcoSure and the deployment of the Lobster Ink training program led to measurable improvements and maintenance of both employee performance and guest satisfaction. While results varied by property and service category, the overall trend indicates that higher levels of training completion were associated with stronger and more sustained guest experience performance. **By investing in a robust learning solution – and collaborating with leaders across properties to drive engagement at the frontline level – Hyatt successfully addressed post-pandemic challenges, standardized service delivery and reaffirmed its commitment to excellence in hospitality.** The results demonstrate the value of targeted training in driving consistent, high-quality guest experiences across a global brand.