



# A digital transformation

Case study

Digital

Who is EHL?

# The world's #1 Hospitality and Leisure University\*

*QS world university rankings 2020\**



## EHL Program Overview:

In today's global hospitality industry, managers need to have hospitality know-how and a **broader set of strategic business skills** to reach upper-level positions. To satisfy these requirements for companies and future hospitality professionals, EHL offer a wide array of hospitality management degrees for people with varying backgrounds and career aspirations.

# 3

## CAMPUS

Lausanne



Passugg



Singapore



International  
Campus

🕸 Digital transformation in fast-forward:

# WHAT HAPPENED IN 2020?

Covid-19 turned many organizations' long-term wishlists into essential needs overnight. In a whirlwind of a year, EHL has seen a huge acceleration of its digitalization process.

There is a huge challenge ahead for education center's to:

- Balance academic continuity whilst putting health and safety as the number one priority.
- Achieve a high level of agility and preparedness in the case of new threats or obstacles.
- Remain attractive to prospective students with their evolving needs and desires.
- Stay ahead of the curve when it comes to new technologies and tools for facilitating learning.
- Take into consideration short-term needs as well as a long-term strategy for the institution.





What was achieved by EHL?

**AN IMMEDIATE DIGITAL SHIFT AND  
LONG-TERM SOLUTIONS**

Rather than create a temporary fix, EHL completely transformed their learning and examination setup.

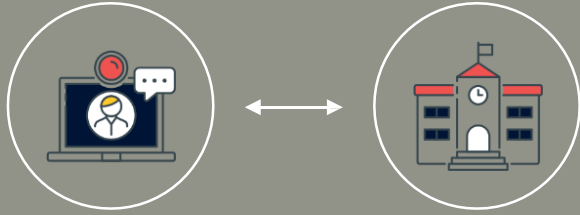
**Within six weeks of the school closing, EHL had delivered:**

Over **7,000** hours of online teaching.

Hosted **2,440** virtual campus visits.

**Within 12 weeks, EHL had administered:**

**12,000** online exams to **1,545** students in **90** countries.



## IMPLEMENTING A NEW TEACHING MODEL: HYFLEX (HYBRID & FLEXIBLE)

“HyFlex is a method of combining face to face teaching with an equal online presence and it is implemented via the use of a platform.”

**Dr. Sebastian Fernandez**  
Associate Professor of Organizational Behavior.

### EHL HyFlex statistics:

8,187 courses created

114,295 meeting requests

3 new technologies

In 2 months: **710+** hours of development done and **500+** hours of audiovisual installation work.

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*Read more on [EHL Insights](#)*



## Learning Outcomes



### TECHNOLOGY SKILLS

“Our team at EHL comprises talented educators and researchers. We were certainly open to technology before this year, but we are not technology experts. We understood that we could not do this alone, but we wanted as much control as possible over the process. With a strong management team, we led the vision for the transformation, but brought in tech experts to handle the development, integration and implementation of the technological solutions. We also needed to be clear about where EHL retained the intellectual property for innovative solutions, and where we could draw on existing solutions, or share our acquired expertise.”

**Maxime Medina**

COO & Deputy CEO, EHL Group

#### Tips for success:

- **Ensure your organisation has a strong and unified management team to lead the digital transformation vision.**
- **Bring in tech experts to develop, integrate and implement.**
- **Ensure the retention of intellectual property.**
- **Utilize existing solutions where possible.**
- **Invest in training for non-technical staff to become more tech-savvy.**

## Learning Outcomes



### PRIVACY AND DATA SECURITY

“Installing security measures was important but relatively straightforward. The greater challenge lay in the ethical debate around personal privacy – a topic which triggers strong but widely varying opinions, individual to each of us. The exam proctoring we have already discussed is perhaps the best example – we are using biometric markers and monitoring equipment to assess potential cheating during examinations. Ultimately, we decided that remote monitoring of this kind is no different than being closely watched by human proctors in a physical exam hall, as long as records are not retained unnecessarily after the exam period. It was a priority for us to carefully explain this process to our students, reinforcing why monitoring is important to uphold the quality of our – and their – qualifications.”

**Maxime Medina**

COO & Deputy CEO, EHL Group

Tips for success:

- **Scrutinize carefully any time personal data will be collected during any process. Ask yourself if it is necessary?**
- **Have a watertight process for collecting, storing and deleting data ensuring they comply with legal regulations.**
- **Communicate carefully whenever personal data will be collected and for what purpose, to alleviate any concerns.**



# ONLINE EXAMS

The Swiss education regulator decided EHL could pioneer the format for digitalized exams for all higher education institutions in the region.

What was needed?	The EHL solution
Deter cheating	Anti-fraud proctoring software
Clear instructions	Clear instructions and hotline Identify plagiarism
Identify plagiarism	Plagiarism detection software
User-friendly experience	Word count limiters and open-book testing

## Pre-digitalization



Staff required



Paper required

## Post-digitalization



Staff required



Paper required

## Core benefits:

Saves time | Environmentally friendly | Simple to administer

# VR: NEW LEARNING TECHNOLOGIES & GAMIFICATION

A VR learning tool must enable students to:

- Experience first-hand the situations they could face in their future careers.
- Test their reactions and solutions.
- Practice their problem-solving ability.
- See what happens next as a result of their actions and decisions, and adapt.



EHL's virtual reality (VR) housekeeping course was first launched in February 2019.



# The secret to EHL's success?



## **Digital readiness:**

EHL had a pre-existing plan and accelerated its implementation.



## **Innovation:**

EHL prides itself on being pioneering, we're not afraid to be first.



## **Mindset:**

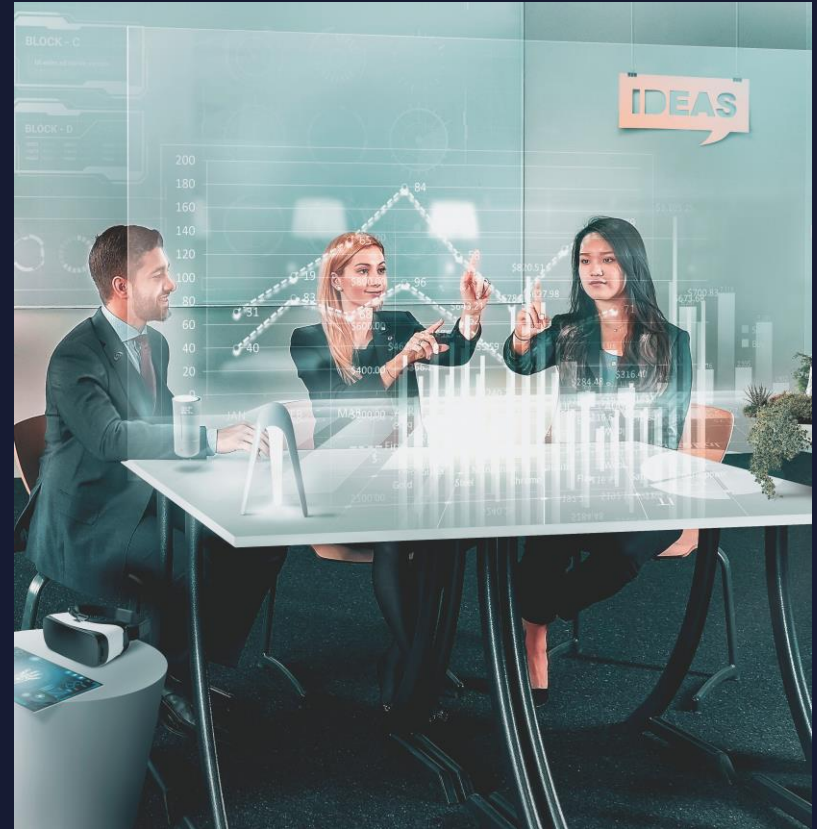
A willingness among staff to swap out traditional methods for new technologies.



## A digital future for EHL and the education sector

### The value of digital transformation

- **Students benefit from highly engaging content**
- **Both students and staff benefit from practicing tech skills**
- **Breaking down the physical and geographical barriers to learning**
- **Simplify processes**
- **Boost productivity**
- **Reduce running costs**



A hand is shown in silhouette on the left, pointing its index finger towards a glowing digital network of white nodes and lines that extends across the dark blue background. The network is composed of numerous small white dots connected by thin white lines, creating a complex web-like structure. The lighting is bright and focused on the point where the hand's finger meets the network, creating a lens flare effect.

# Want to start your digital transformation?

A staggering 70% of digital transformations fail according to Forbes. The number one cited reason for these failures is hitting roadblocks. A failed digital transformation can be incredibly costly in lost money, resources, time and credibility.

EHL's Consulting branch, EHL Advisory Services had the privilege of advising leaders from over 500 major organizations around the world. As a result, they recognized a number of concrete actions that go a long way in identifying the right priorities, projects and people to drive valuable results in digital transformation.

Are YOU ready?

[CONTACT US TODAY](#)