



Hospitality & Sports Services

STADIUM FOOD AND BEVERAGE CASE STUDY



Stadium Food and Beverage, Inc. is the sole provider of food and beverages at Bank of America Stadium in Charlotte, North Carolina—a 73,000 seat, open-air facility that is home to the Carolina Panthers NFL franchise. Stadium Food and Beverage keeps food quality high and customer waiting time low by servicing a large number of concession points of sale. In fact, while the average stadium offers one point of sale for every 300 individuals, Stadium Food and Beverage provides one point of sale for every 178 visitors to Bank of America Stadium; which amounts to 410 separate concession areas.

CHALLENGE:

- Increase training efficiency and effectiveness for large, seasonal work-force
- Reduce on-site training demands
- Facilitate rapid training review for experienced employees
- Increase employee satisfaction with training

SOLUTION:

Stadium Food and Beverage began offering online training through the eLeaP LMS in addition to its on-site training sessions. Using eLeaP, workers can complete training sessions at their convenience and experienced workers can review training materials without attending on-site sessions.

RESULTS:

- Reduced training cost



- Reduced on-site training
- Increased training effectiveness and employee satisfaction

TECHNICAL SITUATION—Repeated Seasonal Training Takes a Toll

During the football season, Stadium Food and Beverage employs thousands of temporary workers to prepare and sell all of the food and beverages offered at more than 400 concession points of sale at Bank of America Stadium. These employees must complete a variety of training programs—ranging from safe food-handling to cash-register operation—and Stadium Food and Beverage conducted all of the training in-person.

This method of training represented an unsustainable burden for all concerned. The company had to offer, and the management had to staff, scores of separate training sessions in order to accommodate all of the employees. This involved a substantial time drain for management and

“With eLeaP, our employees are able to complete their seasonal training requirements on their own time. We have also reduced the amount of training sessions we have to offer and conduct.”

--Kelly Kimura, HR Manager, Stadium Food and Beverage

was also very expensive for the company. Furthermore, many of the employees had years of experience with Stadium Food and Beverage, and they felt that attending these training sessions was a waste of their time. Kelly Kimura, HR Manager for the company encapsulated the situation well: “A lot of time was spent preparing and facilitating training sessions. Because our employees work only 10-12 days a season and many have been with us for several seasons, they were forced to hear the same information repeated to them every year. Many came to the training sessions annoyed and unresponsive.”

Clearly, Stadium Food and Beverage needed to revamp its employee training program.

SOLUTION—eLeaP LMS Eases the Burdens of High-Volume Seasonal Training

The management team at Stadium Food and Beverage realized that the most effective means of reducing the company’s training burdens was to implement an online training program; and after conducting extensive research, HR Manager Kelly Kimura concluded that eLeaP offered the best, and most cost-effective, solution.

It was imperative that Stadium Food and Beverage implement a hosted training solution. Given the very high-volume of staff to be trained, the cost of hardware alone for any other type of system would have been prohibitively expensive. But eLeaP’s hosted platform allows employees to complete the required training on their own time and from any computer connected to the Internet. eLeaP also gives Stadium Food and Beverage the ease of use that it requires. As Kelly Kimura remarked, at the back end, eLeaP “had almost everything we needed without having to create a



proprietary system” and the Course Content Creator Pro made creating customized training modules a simple copy and paste operation. At the front end, eLeaP’s simple and intuitive interface makes it easy for more than a thousand temporary employees to locate and complete all of their required training tasks. In fact, the employees give the eLeaP system an “Excellent” rating. They are very pleased to avoid lengthy and inconvenient in-person training sessions, and returning employees especially appreciate the ability to review and complete training requirements on their own time and at their own pace.

BENEFITS—Cost Control, Training Efficiency, and Improved Employee Satisfaction

There have been many benefits of implementing an eLeaP training program for Stadium Food and Beverage. The company realized an immediate reduction in training costs since they no longer needed to conduct dozens of in-person training sessions—which also eliminated a taxing burden on managers. The online training that Stadium Food and Beverage now conducts is also proving to be far more effective than its in-person programs. The training modules themselves are more dynamic, engaging, and interactive than crowded, in-person sessions and the employees are far less distracted when working through the online materials. In fact, most of the employees actually enjoy the new training program!

