



TATA ELXSI

engineering creativity

eTraining Videos for Indian Hotels Company

End-to-end support at creating 50 + engaging videos on Soft Skills



BACKGROUND AND CHALLENGE

Soft skills play a vital role in hospitality industry, where employees are continuously dealing with customers face-to-face and strong social skills are very essential for creating a positive guest experience.

The Taj group of Hotels is a leading hospitality chain part of the Taj group. Tata Elxsi's content development team was tasked with the challenge to create learning modules for training employees at every level in Taj and its franchises, regarding a culture of going beyond the ordinary, for servicing guests. The culture was called "Beyond Tajness".

SCOPE OF WORK

Developed a virtual training simulator for the oil and gas giant simulating real life situations and conditions.



SOLUTION

- Tata Elxsi's content team provided turnkey support which included - Visual Content Creation (2D/3D Animation), Scripts/Storyboards/ Live shoots, Voice Over, 3D Character Animation, Training Notes etc.
- Keep the messaging simple to resonate with every level of employees
- Created an animated brand mascot called "Maya" for narrating the information

IMPACT

- Videos are transmitted in batches every month on Taj internal portal. These videos have helped to bring a noticeable change in employee behavior and servicing.