



HMBookstore eLearning Selected for Employee Education at MasterBUILT Hotels

Microtel by Wyndham Hotels uses online courses to improve attrition rates and service culture scores through training, teamwork and employee engagement

November 12, 2015 09:00 AM Eastern Standard Time

SCOTTSDALE, Ariz.-- (BUSINESS WIRE) -- [HMBookstore](#) today announced the one-year anniversary partnering with Canadian hotel management and development company [MasterBUILT Hotels](#). MasterBUILT is using HMBookstore's library of over 95 online eLearning courses to educate and train employees at its hotels across Canada. The courses target entry-level to management positions to achieve lower employee attrition, reduce costs and improve service culture scores. MasterBUILT, the country's fastest growing new construction brand in the limited service segment and the developer behind Microtel by Wyndham in Canada, is scheduled to open more than 25 new hotels by 2018 with a total of 75 new builds planned by 2036.

Implementing a program focusing on training, teamwork and employee engagement at many of MasterBUILT hotels has already significantly lowered attrition rates and improved online guest reviews. In fact, at one property, Marc Paradis, Regional General Manager of MasterBUILT Hotels noted attrition fell from 18% to 12% annually. "Hotels committed to providing the right training for their teams will achieve positive results in both their property service culture and employee retention," said Paradis. "Other benefits of online education are that each course is self-paced and can be re-taken anytime, if necessary, unlike on-site training which can cost upwards of \$1,000 per session per day."

"The same is true with reputation management: by merely responding to customer reviews or comments on social media sites you're reacting, as opposed to being proactive," said Ken Edwards, CEO of HMBookstore and Tristar Hotel Group. "By utilizing a holistic approach through the use of [HMBookstore](#), you're providing training to every employee, and will be able to *manage* your reputation through effective training, correcting issues before the guest is even aware of them."

About MasterBUILT Hotels

MasterBUILT combines the dynamic and proven entrepreneurial strengths of Jayman MasterBUILT, Alberta's largest home builder and construction company, with the national hotel development expertise of Superior Lodging Corp., recently awarded Canada's Best Managed Companies distinction, into one vibrant and vertically integrated hotel development, construction and operations company. As the territorial developer for Microtel Inn & Suites in Canada, MasterBUILT Hotels is on track for building 75 locations in Canada over the next 20 years. www.masterbuilthotels.com

About HMBookstore

Used worldwide by university students, hotel owners, operators, and employees, HMBookstore, with over 95 courses in English, Spanish and Mandarin, is leading the movement providing the hospitality industry with top-notch, well-trained managers and employees. HMBookstore, designed by Tristar Hotel Group, is an industry proven, online Learning Management System (LMS) platform that provides online educational training for hotel owners and operators, individuals pursuing a career in the hospitality industry, as well as hospitality industry professionals looking to enhance their skills. Visit www.hmbookstore.com for more information or connect with us on [Facebook](#) or [LinkedIn](#).