

CLIENT CASE STUDY

CERTAINTY SOFTWARE BOOSTS CUSTOMER SERVICE DELIVERY AT DELAWARE NORTH



THE CLIENT: DELAWARE NORTH, GUESTPATH®

Delaware North is one of the largest privately held hospitality companies in the world. It has global operations at high-profile places such as sports and entertainment venues, national and state parks, destination resorts and restaurants, airports, and regional casinos. Delaware North has annual revenue of \$3 billion in the sports, travel hospitality, restaurants and catering, parks, resorts, gaming, and specialty retail industries.



THE CHALLENGE

To enhance its customer service experience, Delaware North created GuestPath®, its proprietary customer experience, continuous improvement, and service delivery program focused on the betterment of the guest experience and operational process at Delaware North establishments. One key component of GuestPath is its role in customer service delivery and employee training processes.

Delaware North's unit leadership is responsible for guiding their associates in delivering first-class service and GuestPath provides various platforms to accomplish this mission. One such platform is the GuestPath Validations process, whereby unit leadership educates associates through various methodologies including observing associate/guest interactions, role play and associate on-shift meetings by observing and documenting their performance against the company's standards. Leadership can then recognize a job well done and coach associates in areas that need improvement.

For years, the company used paper forms for its Validations process. This method was time consuming, used up plenty of company resources, and didn't provide visibility into the performance of the leadership conducting the validations nor the associate being validated.

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THE SOLUTION

To reduce paperwork, improve transparency, and provide enterprise-wide reporting, Delaware North's GuestPath division went on the hunt for a digital solution for its Validation process. They needed something that was simple to use, cost-effective, easily implemented, and available to use offline.

After ruling out custom app development, which was not cost-efficient, and not being able to otherwise find an existing app that could meet their needs, Delaware North eventually found Certainty Software.

To get started, the GuestPath team provided the Certainty team with all their original paper validation forms that they wanted to use, which the Certainty Team quickly implemented. Once completed, Delaware North was impressed with the adaptability of Certainty, its flexibility, and its reporting functionality.

A few training webinars later, and now hundreds of Delaware North leaders are using Certainty, which they have co-branded as the GuestPath Validation APP, with thousands of associates.

WITH CERTAINTY, THE GUESTPATH TEAM HAS



**eliminated the
paperwork,**

AND HAS MUCH GREATER VISIBILITY AND
TRANSPARENCY ON



performance metrics

and can see less information getting left behind.



THE RESULTS

With their Certainty-GuestPath Validation APP now in place, GuestPath associates are saving tons of time as they no longer need to deal with paper forms and data input. They are also saving money on printing, mailing, collecting, and paper storage costs.

Most importantly, the Certainty-GuestPath Validation APP provides an enterprise view of associate performance not previously seen. With the old paper system, there was no accountability, there was no reporting capability from location to location, and no one knew where a lot of the completed forms ended up.

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THE REPORTING FUNCTIONALITY OF CERTAINTY



allows Delaware North
to see



who is using
the system

AND



how frequently
they are using it.

More importantly, they can see *who isn't using the solution properly, or at all.*



HAVING GREATER VISIBILITY
AND TRANSPARENCY

into usage of the tool helps Delaware North improve adoption and ultimately guest service levels across the enterprise.

To date, there are hundreds of users conducting staff validations using the Certainty-GuestPath Validation solution, and thousands of incoming customer service employees are observed and validated by the data collected. Delaware North hopes to roll out the app to all six of its subsidiaries within the next year, and sees great international potential for the software.



TESTIMONIAL

"We've been very happy with the product and the service we have received with Certainty. They have been very flexible and responsive. It's a great product that solved an ongoing problem for our business and saves us time and money. We've had very good luck with it."

Bradly J Sax, Corporate Director, GuestPath/Delaware North

certainty 
SOFTWARE