

CASE STUDY



UNIVERSAL SCALES TALENT MANAGEMENT AND SUCCESSION PLANNING



BUSINESS CHALLENGE

Universal Parks and Resorts is the theme park subsidiary of NBC Universal owned by Comcast. Universal has over 26,000 team members. Due to phenomenal growth, Universal recognized the need for a more cohesive and holistic approach to talent management. Rather than rebuild its internal homegrown systems, Universal sought a vendor with an integrated talent management suite. Universal chose SumTotal because its Talent Management solution empowers organizations with intuitive, personalized tools that engage employees in pursuing their own self-directed path for development, while ensuring efforts are aligned with business needs and goals.

HOW SUMTOTAL HELPED

Universal launched SumTotal Talent Management in 2016, starting with Performance Management. In 2018, they added 360 feedback and custom hourly performance snapshots. The performance snapshot enables managers to quickly and efficiently evaluate the thousands of hourly employees working at Universal without having to rely on a standard review form that didn't meet the unique needs of its workforce. Over 12,000 Universal employees are actively using SumTotal Talent Management. Universal is also successfully utilizing SumTotal Succession Planning with 600 executives across the business; the results roll up to Chairman and CEO, Tom Williams, and Steve Burke, CEO of NBCUniversal. Universal plans to expand the program to other levels to significantly enhance alignment in talent review/planning exercises across its global enterprise.

ABOUT UNIVERSAL PARKS AND RESORTS

Universal Parks & Resorts, a unit of Comcast NBCUniversal, offers guests around the globe today's most relevant and popular entertainment experiences. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for immersive experiences that feature some of the world's most thrilling and technologically advanced film and television-based attractions. Universal Parks & Resorts in the U.S. are Universal Studios Hollywood, which includes Universal CityWalk Hollywood; and Universal Orlando Resort, a destination resort with three theme parks, five (soon to be six) on-site resort hotels, and Universal CityWalk Orlando. Around the world, UP&R includes Universal Studios Japan in Osaka, Universal Studios Singapore, operated under a license agreement with Resorts World Sentosa, and a theme park destination being developed in Beijing.

KEY BENEFITS

SumTotal accommodates integrating SAP and PeopleSoft.

After an initial pilot with Universal's technical services team, SumTotal was praised for its design and ease of use.

"SumTotal Talent Management ensures Universal is evolving to align with our ever-growing organization and facilitating more regular engagement in conversations and documentation about employee performance and development."

**KRISTIN CHASE,
SENIOR DIRECTOR
OF ORGANIZATIONAL
DEVELOPMENT**

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