

## Case Study

# Helping a Reputed Hotel Conglomerate Protect Its Brand



## Customer Profile

A hospitality conglomerate with many locations in the US and across the world. Each hotel in this Fortune 500 company embodies the brand's reputation of trust and quality. The company's decades long experience in the field marks its steady growth. With several hotels, casinos, and exotic resorts, its footprint has grown from the US to span the world. The company's focus on excellence in service, products, and operations is supported by its use of cutting-edge technology. Their stellar reputation goes beyond their locations, with happy customers who go on to become brand ambassadors.

## Screening That Matches Scale and Brand

Sterling's in-house hospitality and entertainment industry experts worked with the client's HR department to advise and chart out a customized background screening program. Background screening is critical to the company because of sensitive, client-facing global operations. With their previous screening provider, the company was at higher risk for missed criminal hits due to the insufficient scope of their screening package. The Sterling team worked with the client to add criminal history checks that were more responsive to the company's expansive scale of services, operational sensitivity, and their ever-expanding global footprint.

## ABOUT

A hospitality and entertainment conglomerate with a solid brand reputation, and multiple operations across the US and the world.

**Industry:** Hospitality and Entertainment

**Location:** North America, Europe, Africa, and the Middle East

**Employees:** 50,000+

## KEY FEATURES

- The Sterling team worked closely with the client to optimize their employee background checks solutions through customized solutions.
- Upgraded from a single county coverage to multi-state jurisdictions using the SSN Trace.
- In addition to available address history, Sterling's proprietary Locator Select tool was added, to expand access to potential locations of criminal history, and help identify where crimes may have been committed beyond a candidate's available address history.

## Delivering Actionable Results

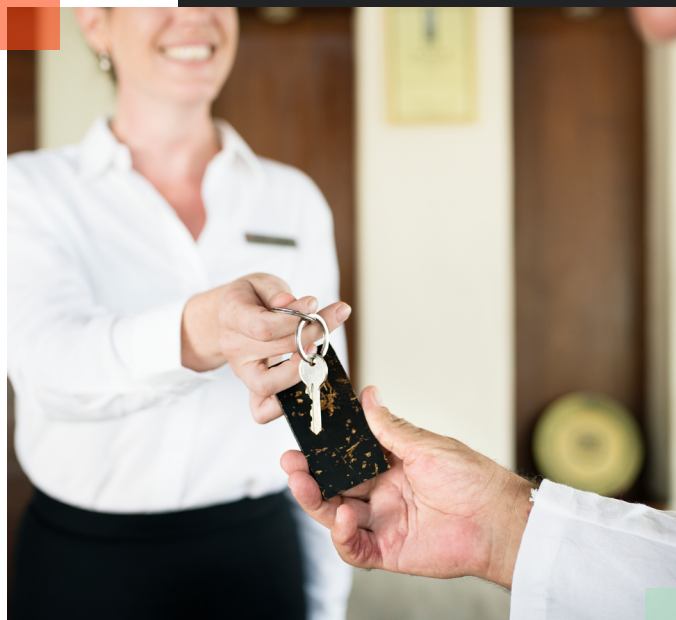
By adding Sterling's Criminal Locator tool, which combines three proprietary technologies into one comprehensive tool, our clients were privy to results through robust searches of criminal records, with an increase of 20% records identified. The new background check program added the Enhanced Nationwide, Locator Select and the SSN Trace to the client's package.

Despite adding more product enhancements, their average turnaround time only increased from 3.26 to 3.27 business days. The company gained greater peace of mind and confidence to hire high quality talent.

**Case Example:** This new package allowed greater visibility. One such case was of an applicant who was found to be convicted of credit card fraud, a host of substance abuse convictions, and a DUI. These offenses were identified by the 7-year criminal product and the Locator Select product which searches state jurisdictions in depth. Notably, these offenses were not in the same place as the candidate's state of residence. With the previously used single jurisdiction solution, a thorough check covering a larger national footprint would not have been carried out, and this applicant would have been cleared for hiring.

## Responsive Solutions Customized to Scale

Since 2017, Sterling has helped screen over 61,000 applicants for the client. By adopting Sterling's robust and customized background screening solutions, our client has seen a positive change in the quality



of their new hires. The enhanced solutions have not only helped save hundreds of business hours in obtaining robust criminal histories but have also enabled the client to build an environment that promotes a culture of safety and trust.

Sterling's consultative approach and best practices in customer service helped fine-tune the screening processes, including a faster turn-around in the candidate experience along with reduction in time-to-hire. Additionally, candidate background checks are now more consistent across all locations, with a greater focus on compliance. Dedicated client success partners at Sterling have earned the confidence of the client, paving the way for a partnership that respond to the changing needs of the hospitality and entertainment industry.

### ABOUT STERLING

Sterling—a leading provider of background and identity services—offers a foundation of trust and safety that spans across industries, professions, and borders. Our technology-powered services help organizations create great environments for their workers, partners, and customers. With office locations around the world, Sterling conducts more than 100 million searches annually. Visit Sterling online at [sterlingcheck.com](https://sterlingcheck.com).



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