



Using AI-powered training tools to deliver excellent customer service

Frasers Hospitality | Consumer and Retail



Business opportunity

Frasers Hospitality operates thousands of serviced apartments across 20 countries around the world. The company provides everything guests need to feel at home, including responsive housekeeping and maintenance services.

Loyal customers stay at Frasers properties in different countries based on the consistent, high-quality service. To offer every guest the same experience wherever they stay, Frasers Hospitality depends on its service associates, who speak multiple languages and learn differently based on available training materials.

As the Frasers Hospitality business grew, the traditional training methods proved time-consuming, expensive, and difficult to scale. The company needed a new approach that quickly onboarded and upskilled team members and also, by continuously improving training materials, exceeded customer expectations.

Technical challenge

Formalizing standard operating procedures (SOPs) was already labor-intensive, especially in terms of maintaining accuracy of the procedures, which frequently evolved. Even small changes to the equipment in rental units (for example, installing a new brand of coffee machine) required the company to rewrite, review, approve and translate relevant updates in multiple languages. The challenge: Improve training without further increasing training staff.

The key to a scalable solution was efficiently bridging differences in how employees learned during training.

Our solution

Together, Frasers Hospitality and Kyndryl developed and instituted governance of custom software that uses the image processing, speech to text, and translation capabilities of Vertex AI, Google's AI platform. Based on videos of staff members demonstrating key service tasks, the Frasers Hospitality training application quickly generates written procedures and a visual flowchart.

The application also instantly translates each SOP into the languages in use across all Frasers Hospitality properties. Regional staff members then verify translations and make minor adjustments to training materials before it goes into the field.

The application provides staff with the training material needed to ensure customers are treated consistently at Frasers properties everywhere.

The power of partnership

When Frasers Hospitality consulted Google to explore a possible AI solution to their training challenges, Google recommended Kyndryl for expertise in developing purpose-built software on Google's Vertex AI platform.

What progress looks like

Through agile collaboration, Kyndryl helped Frasers Hospitality move rapidly from a minimum-viable product to a fully featured automated workflow for creating SOP training material.

By partnering with Kyndryl, Frasers Hospitality has:

- Cut time-to-market for the AI solution, building a prototype in days and a production-ready version in just six weeks.
- Accelerated the creation of process documentation, enabling it to deploy new and updated SOPs at speed and scale.
- Reduced operational costs by replacing time-consuming manual documentation tasks with an efficient generative AI solution.
- Increased the quality and consistency of training materials, helping to promote the same high-quality guest experiences all over the world.
- Boosted staff mobility and career progression by making it easier for employees to relocate to international Frasers Hospitality properties.



About Frasers Hospitality

Frasers Hospitality is a leading hospitality and lodging investor-operator with over 25 years of experience and a diversified portfolio of over 100 assets across Asia Pacific, Europe, the Middle East, and Africa. As part of Frasers Property Limited, we deliver end-to-end hospitality and lodging solutions that maximizes performance and value for partners while creating enriched living experiences for guests and residents.

Meet the team

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What's your next digital business challenge?

Let's tackle it together.

Start a conversation →

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