



LawRoom®  
CASE STUDY



*"We had compliments from our employees on the training. They all said it was well done and on brand. Compliments don't come easy."*

**Gia Colosi**

Head of Global Talent (HR) Operations

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# PROFILE

*Airbnb is a community marketplace for people to list, discover, and book unique accommodations around the world.*

A trusted provider that helped kick start the sharing economy, Airbnb has grown quickly from a single listing in 2008 to over 2,000,000 listings worldwide today. It has achieved this spectacular growth through design-driven vision and excellent customer service that allow it to connect people to unique travel experiences. Hatched in the co-founders' small San Francisco loft — its original headquarters

and first listing — Airbnb has since grown into a trusted global brand with listings in more than 34,000 cities and 190 countries. Still headquartered in San Francisco, Airbnb now operates twelve offices worldwide, including locations in Berlin, Moscow, London, Paris, São Paulo, Singapore, and Sydney. Airbnb's success depends on its global community of creative, passionate team members.



## THE CHALLENGE

*As a globally recognized brand, Airbnb needed training that could help it manage a fast-growing, global workforce while still meeting the rigorous standards that fueled its success.*

Airbnb's brand inspires trust around the world. An employee training program would be part of its community's experience and needed to inspire the same confidence and trust in the organization.

In-person training seemed to give Airbnb the greatest control and flexibility over presentation, but the complexity of conducting live training for a workforce scattered across the globe made it impractical.

Online training solved the problem of deploying training to a widespread employee base. Furthermore, while Airbnb needed more than a check-the-box solution to meet its community's standards, *high-quality* online training could actually guarantee a more consistent, on-brand employee experience than live training.

# THE SOLUTION

*Cloud-based online training with intuitive administrative tools built with a commitment to design and innovation.*

Gia Colosi, Head of Global Talent (HR) Operations, had worked with LawRoom over the years. LawRoom's commitment to course quality and user experience resonated with Airbnb's standards of excellence. Airbnb could also customize the training to further fit its global brand.

## HERE'S WHAT AIRBNB SAW IN LAWROOM'S TRAINING:

### Customizable

Airbnb can customize its training courses to ensure they include important company specific information and branding.

### Scalable

LawRoom's online platform provides easy-to-use tools for mass deployments and tracking to help Airbnb train its growing team.

### Award-Winning Content

Award-winning, innovative courses engage and educate learners through videos, infographics, animations, and immersive interactions.

### Engaging User Experience

Thoughtful training content engages a broad, diverse employee base on sensitive topics like harassment, diversity, and data security.

### Cloud-Based Convenience

LawRoom's training is hosted in the cloud, providing 24/7 remote access so employees can train at their convenience.

### Easy Tracking & Reporting

Intuitive administrator toolbox allows for efficient follow up to ensure completion.

### Extensive Library

A wide selection of conduct courses that is constantly growing helps Airbnb meet all its diverse training needs now and in the future.

### Dedicated Team

LawRoom's dedicated team of educators, designers, and lawyers are constantly updating and evolving courses to stay relevant and compliant.

# THE AIRBNB ROI SUMMARIZED

*“We had compliments from our employees on the training. They all said it was well done and on brand. Compliments don’t come easy.”*



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## Design

Airbnb’s team members found LawRoom’s training “on brand,” engaging, and effective.

LawRoom’s creative team of writers, educators, artists, videographers, and designers continually seeks out new inspiration, reimagining and re-envisioning its training to adapt to an evolving workforce.

Tailored training means Airbnb can easily distribute and track employees’ acknowledgment of company policies.

## Reach

Tracking tools allow HR to monitor employee completion rates and schedule reminders to make onboarding and compliance efficient.

With LawRoom’s easy pricing model, Airbnb is free to assign additional courses as it grows without entering into a new contract or incurring any additional cost.

With cloud-based online training, employees can take training when and where they want.