



## Crouchers Orchards Case Study

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Crouchers Orchards is a stylish hotel, luxury self-catering cottages, restaurants, and a bar, is nestled amidst the picturesque West Sussex countryside. Providing accommodation for visitors to Chichester, Goodwood, and West Wittering, Crouchers Orchards aims to offer a unique and boutique hospitality experience.

### Problem

Crouchers Orchards faces challenges prevalent in the national hospitality sector:

- **Nine out of ten** hospitality business leaders anticipate staff shortages.
- **80%** of hospitality operators report front-of-house vacancies.
- **42%** of staff leave their positions within 90 days.
- The hospitality sector exhibits a **30%** employee turnover rate, double the UK average, with a forecasted increase.

*“Decoding individuals is a delicate art of understanding, and with Lumenai, this process isn’t just accelerated, it’s catapulted into an unparalleled realm of revelation. Within a mere 10 minutes, Lumenai extracts the narrative from data, turning it into the true storyteller – an artistic revelation unfolding at the speed of insight.”* – Carol van Rooyen, Owner of Crouchers Orchards

## Goal

Crouchers Orchards objective was clear: Consolidate strategic workforce planning by implementing a granular behavioural skills data-led approach. This aimed to map workforce capabilities against business objectives, enhance Key Performance Indicators, and reduce operational costs.

## Strategic Partnership with Lumenai

Crouchers Orchards partnered with Lumenai to develop a granular behavioural skills data-led approach tailored to mapping workforce capabilities against business objectives. The primary focus was on implementing a versatile tool capable of addressing diverse managerial challenges while generating easily aggregatable data for Strategic Workforce Planning (SWP).

## Unleashing the Lumentor

The Lumentor, a proprietary tool, was utilised to capture validated data on context-based behavioural skills and talent benchmark the entire workforce. Crouchers Orchards administrators gained access to individual workforce Lumen results, facilitating overview functions, user reporting, and organisational-level data aggregation for SWP through a conversational data modelling tool.

## Data Integration and Advanced Analytics

Insights from this integrated partnership revealed critical information:

- The hospitality sector lacks comprehensive data on cognitive and technical hard skills as workers tend to be unskilled early school leavers or those who have not progressed to university.
- The hospitality workforce runs predominantly on 85% of untapped behavioural skills in Communication and Problem Solving, crucial sector specific decision-making indicators. These also include Critical Thinking, Teamwork, Leadership, Creativity, Emotional Judgment, Flexibility, and Adaptability.

## Insightful Discoveries

The analysis yielded valuable insights: The Lumentor enabled Crouchers Orchards to transition from assumption-based modelling to validated behavioural skills data modelling so to scientifically identify patterns and trends in strengths, whilst highlighting areas for improvement swiftly.

## Strategic Impact

As a result, Crouchers Orchards is now:

**107%**

more likely to place talent effectively

**57%**

more likely to anticipate and respond effectively to change

**98%**

more likely to retain high performers

Additionally, Crouchers Orchards has proactively adopted Lumenai's accessible tool, positioning themselves ahead of the 89% of HR leaders recognising the importance of the skills pivot.

## Ready to elevate your business through cutting-edge behavioural skills data-led solutions?

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