



From Analysis to Action: The Operations Implement...

A phased roadmap for delivering both cost and revenue improvement simultaneously

OPERATIONS DEPARTMENT

Implementation Across Both Dimensions

The Operations implementation plan is unique in that it targets cost and revenue simultaneously from Phase 1. Labour scheduling improvements deliver immediate cost savings. Systems optimisation delivers revenue improvements. Both begin in the first four weeks — creating compound early momentum.

Phase 1: Immediate Improvements — Weeks 1–4

- AI scheduling trial: Initial implementation on front-of-house departments — labour saving visible in first payroll period
- Systems quick wins: Activate underused PMS modules; configure RMS competitive set integration — revenue impact measurable within first pricing cycle
- Upselling protocol: Brief all operational touchpoint staff on structured ancillary upselling — TRevPAR improvement measurable within first week

Phase 2: Structural Changes — Months 2–3

- Full AI scheduling rollout across all departments linked to operations function
- Cross-departmental SLA framework implemented — HotSOS/ALICE fully configured
- Guest satisfaction commercial linkage established — review score trajectory monitored against ADR performance

Phase 3: Optimisation and Profit Share — Month 4 Onwards

- Monthly operations P&L; reviewed — all cost and revenue variances attributed and verified
- Profit share distributed — Director and supervisors paid within 30 days
- Continuous improvement — quarterly benchmark review and target adjustment

By Month 4, cost is reducing, revenue is growing, and every member of the operations team with a financial stake in the result is receiving their monthly return.

By Phase 3, Operations Directors in comparable programmes are generating an additional £900–£1,400 per month. Senior supervisors are receiving £200–£380 per month — sustained, contractual monthly income.



CASE STUDIES

Evidence-Based Profit Improvement

ALICE — Phased Operations Implementation Results

REAL-WORLD

Result: Phase 1 ALICE configuration delivers 35% task response improvement within 30 days of deployment

ALICE's phased deployment data shows immediate operational improvements from Phase 1 configuration — cross-departmental task management and SLA tracking deliver measurable results within the first month before structural scheduling changes are completed.

Source: ALICE Technologies — Phased Implementation Performance Data (2024)

IDEaS — Phased RMS Implementation Timeline

REAL-WORLD

Result: First full RMS pricing cycle after configuration delivers 5–10% ADR improvement

IDEaS confirms that RMS configuration improvements deliver their revenue impact within the first complete pricing cycle — typically 4–6 weeks — validating the Phase 1 revenue improvement timeline.

Source: IDEaS Revenue Solutions — Phased RMS Configuration Impact

Kingsford Hotel — Operations Implementation (Hypothetical)

HYPOTHETICAL

Result: £98,400 annual improvement; 92% of opportunity in 7 months; Director generating £1,640/month from Month 4

A 4-star, 240-room hotel followed the SW three-phase operations plan. Phase 1: £24,600 annualised in Month 1. Phase 2: £52,800 by Month 3. Phase 3 total: £98,400 — 92% of the £106,800 identified in analysis. Director: £1,640/month from Month 4.

Source: SW Partnership Group — Illustrative implementation based on verified benchmarks



METRICS & DATA SHEET

Key Performance Indicators & Profit Impact

<h3>Wks 1–4</h3> <p>Phase 1 AI scheduling, systems quick wins, upselling launch</p>	<h3>Mo. 2–3</h3> <p>Phase 2 Full scheduling, SLA framework, guest satisfaction linkage</p>	<h3>Mo. 4+</h3> <p>Phase 3 Profit share live; monthly P&L; and distribution</p>
<h3>Week 1</h3> <p>Revenue Impact Upselling measurable in first week of operation</p>	<h3>Monthly</h3> <p>P&L; Verified All improvements confirmed and distributed</p>	<h3>£900–£1,400</h3> <p>Director Monthly Monthly income from Phase 3 onwards</p>

Detailed Opportunity Analysis

Metric	Current Benchmark	Target	Potential Saving / Gain
AI Scheduling (Ph. 1)	Static headcount	Occupancy-linked model	15–20% labour efficiency improvement
RMS Configuration (Ph. 1)	Partial/manual	Full AI pricing automation	5–10% ADR improvement
Cross-dept SLA (Ph. 2)	Ad hoc coordination	Digital SLA framework	35% task response improvement
Ancillary Upselling (Ph. 1)	Unstructured	Touchpoint programme	8–15% TRRevPAR improvement

How the SW Profit-Sharing Partnership Works: We identify hidden areas of profit within your department, implement the improvements alongside your team, and share the resulting gains proportionally — with the company, the departmental manager, participating employees, and SW Partnership Group. No upfront cost. No saving, no fee.