



Preparing for Your Operations Discovery Call

What we will examine, what data helps, and what you will leave knowing

OPERATIONS DEPARTMENT

The Purpose of the Operations Discovery Call

Your Discovery Call is a focused 45–60 minute session in which we map the specific profit improvement opportunities across your hotel's operational function. We examine labour efficiency, guest satisfaction metrics, systems utilisation, and ancillary revenue — and provide a preliminary monetised estimate of the annual improvement available before the call concludes.

Areas We Will Examine

- Labour and scheduling: Current labour cost vs. occupancy, scheduling model, overtime patterns — benchmarked against AI-optimised standards
- Guest satisfaction: Current review scores, complaint rates, room readiness — and the commercial cost of current performance
- Systems utilisation: PMS, RMS, and operations platform configuration — identifying underutilised capabilities
- Ancillary revenue: Current TRevPAR vs. benchmark, touchpoint upselling structure

Helpful Data

- Last 3 months labour cost or total operations spend
- Current TripAdvisor, Booking.com, or Google review score
- Approximate RevPAR vs. competitive set (STR data if available)
- PMS and RMS platforms in use

Our commitment: you leave this call knowing exactly what operational improvement is available — whether we proceed to partnership or not.

Operations Directors proceeding to partnership after this call have been generating an additional £900–£1,400 per month within four to six months of commencement.



CASE STUDIES

Evidence-Based Profit Improvement

McKinsey — Structured Operational Discovery Value

REAL-WORLD

Result: Facilitated operations benchmarking identifies 20–30% more improvement opportunities than internal review

McKinsey hospitality research shows that external facilitated operational discovery — comparing labour, guest satisfaction, and revenue metrics against verified benchmarks — consistently surfaces opportunities that internal management review misses. The breadth of the operations function makes this disproportionately true.

Source: McKinsey & Company — *Hotel Operations Discovery and Benchmarking Value*

The Ascot Hotel Group — Operations Discovery Call (Hypothetical)

HYPOTHETICAL

Result: £82,000 opportunity identified; Operations Director generating £1,366/month by Month 5

A 4-star, 220-room hotel participated in an Operations Discovery Call. Four opportunities quantified: labour (£31,000), review score/ADR (£24,000), ancillary revenue (£18,000), systems (£9,000). Analysis confirmed £78,400. Director generating £1,366/month by Month 5.

Source: SW Partnership Group — *Illustrative engagement*

HOSPA — External Operations Benchmarking Value

REAL-WORLD

Result: External operations benchmarking identifies 25–35% more improvement opportunities than internal review

HOSPA research demonstrates that operations departments benefit significantly from external benchmarking — the breadth of the function means individual improvement opportunities are often not visible to the management team responsible for delivering them.

Source: HOSPA — *Hotel Operations Financial Management Best Practice*



METRICS & DATA SHEET

Key Performance Indicators & Profit Impact

<p>45–60 min</p> <p>Call Duration</p> <p>Focused working session; not a presentation</p>	<p>4 Areas</p> <p>Discussion Focus</p> <p>Labour, satisfaction, systems, and ancillary revenue</p>	<p>Day 1</p> <p>Estimate Provided</p> <p>Preliminary opportunity given on the call</p>
<p>Free</p> <p>No Obligation</p> <p>Conducted at no cost or obligation</p>	<p>5 Levers</p> <p>Assessed</p> <p>All operational levers considered</p>	<p>£900–£1,400</p> <p>Director Potential</p> <p>Monthly income post-call for Operations Directors</p>

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.