



The In-Depth Operations Analysis: Our Methodology

A comprehensive, multi-lever examination of every operational profit opportunity

OPERATIONS DEPARTMENT

The Most Comprehensive Operational Review Your Property Will Undergo

The In-Depth Operations Analysis examines every cost and revenue component of your hotel's operational function over 2–3 weeks — labour across departments, systems utilisation, guest satisfaction commercial impact, ancillary revenue, and cross-departmental coordination. Each element is benchmarked against verified standards. Every deviation is monetised to a precise annual £ value.

Week 1: Operational and Commercial Disaggregation

- Labour audit: Scheduling model vs. occupancy forecast; labour cost per available room; overtime and cross-department allocation; AI scheduling gap analysis
- Systems audit: PMS module utilisation; RMS configuration; operations platform (HotSOS/ALICE) capability vs. actual use; guest feedback system integration
- Revenue audit: RevPAR vs. competitive set; TRevPAR vs. benchmark; review score vs. ADR correlation; ancillary revenue by touchpoint

Week 2: Benchmarking and Opportunity Quantification

- Labour benchmarked against AI-optimised scheduling norms for property type and occupancy level
- Revenue metrics benchmarked against STR competitive set data and TRevPAR standards
- All gaps monetised to precise annual £ values and ranked by ease and impact

Week 3: Plan and Partnership Structure

- Written improvement plan: all five levers, sequenced by implementation priority
- Systems configuration: PMS, RMS, and operations platform optimisation specifications
- Four-way profit-share structure: company, Operations Director, participating supervisors, SW Partnership Group

By the end of the analysis, your operations team has a verified, commercially precise roadmap to the profit your property is currently not capturing.

Operations Directors entering the partnership after the analysis have generated an additional £900–£1,400 per month from the first verified improvement — typically within four to six weeks.



CASE STUDIES

Evidence-Based Profit Improvement

ALICE Technologies — Full Platform Deployment Impact

REAL-WORLD

Result: Full ALICE deployment reduces task response by 35% and guest complaints by 22%; measurable within 60 days

ALICE's full platform deployment data shows that configuring cross-departmental task management, SLA tracking, and guest preference management delivers measurable operational improvements within 60 days — with guest satisfaction and operational efficiency improvements compounding over time.

Source: ALICE Technologies — Full Platform Deployment Case Studies (2024)

IDEaS — Full RMS Deployment Performance

REAL-WORLD

Result: Fully configured AI-RMS delivers 5–10% ADR improvement within first full pricing cycle

IDEaS data confirms that full RMS configuration — including competitive set integration, AI pricing automation, and demand forecasting — delivers measurable ADR improvement within the first complete pricing cycle after configuration.

Source: IDEaS Revenue Solutions — RMS Full Configuration Impact Data (2025)

The Langdale Hotel Group — Full Operations Analysis (Hypothetical)

HYPOTHETICAL

Result: £134,600 verified improvement; Operations Director generating £2,243/month; five supervisors generating £340/month

A 4-star, 280-room hotel underwent the full SW Operations Analysis. Labour: £34,200. Systems: £28,800. ADR/guest satisfaction: £38,400. Ancillary: £21,600. Cross-dept efficiency: £11,600. Total: £134,600. Operations Director: £2,243/month. Five supervisors: £340/month each.

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



METRICS & DATA SHEET

Key Performance Indicators & Profit Impact

<p>3 Weeks</p> <p>Analysis Duration</p> <p>Wk 1: disaggregation Wk 2: benchmark Wk 3: plan</p>	<p>5 Levers</p> <p>All Examined</p> <p>Every operational cost and revenue component assessed</p>	<p>£ Value</p> <p>Every Gap</p> <p>Each deviation converted to precise annual £</p>
<p>AI Tools</p> <p>Configured</p> <p>Scheduling, PMS, and operations platform optimised</p>	<p>200+</p> <p>Benchmark Database</p> <p>SW-audited properties for all comparisons</p>	<p>£900–£1,400</p> <p>Director Monthly</p> <p>Monthly income from first verified improvement</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.