



After the Operations Discovery Call: Your Path to Profit

The three outcomes and what the In-Depth Analysis delivers

OPERATIONS DEPARTMENT

Three Outcomes — One Commitment to Transparency

Every Operations Discovery Call concludes with one of three clearly defined outcomes:

- Strong opportunity — we recommend proceeding to a full In-Depth Operations Analysis, delivering a verified improvement plan covering all five levers
- Moderate opportunity — structured summary of immediate improvements with a framework for when deeper engagement is warranted
- Limited opportunity — honest advice on why, and the conditions under which future engagement would be appropriate

The In-Depth Operations Analysis

A 2–3 week examination of every operational cost and revenue component, concluding with a verified, monetised plan and four-way profit-share structure.

- Full labour cost disaggregation across all departments, benchmarked against AI-optimised scheduling norms
- PMS and RMS utilisation audit — all underused capabilities identified and configured
- Guest satisfaction commercial linkage — satisfaction scores connected to ADR and repeat booking metrics
- Ancillary revenue audit — every operational touchpoint assessed for upselling potential
- Cross-departmental coordination framework — SLA structure for all interdepartmental handoffs

You leave the Discovery Call knowing exactly what operational improvement is available — whether we proceed or not.

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



CASE STUDIES

Evidence-Based Profit Improvement

McKinsey — Decision Speed in Operations Improvement

REAL-WORLD

Result: Properties acting within 60 days capture 40% more of the available operational improvement

McKinsey confirms that operational improvement opportunities erode through staff turnover, system drift, and market change when implementation is delayed beyond 60 days of identification.

Source: McKinsey & Company — *Speed as a Strategic Advantage in Hotel Operations*

Whitmore Hotel — Post-Discovery Operations Engagement (Hypothetical)

HYPOTHETICAL

Result: £71,000 opportunity identified; verified £68,200; Director generating £1,136/month by Month 4

Operations Discovery Call identified £71,000 opportunity. Analysis confirmed £68,200 — 3.9% below estimate. Partnership signed within two weeks. Director generating £1,136/month by Month 4.

Source: SW Partnership Group — *Illustrative engagement*

HOSPA — External Operations Analysis Value

REAL-WORLD

Result: External operations analysis identifies 25–35% more actionable opportunities than internal review

HOSPA confirms the value of external operations benchmarking in surfacing opportunities that internal management does not identify due to the breadth and complexity of the department.

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



METRICS & DATA SHEET

Key Performance Indicators & Profit Impact

<p>3 Outcomes</p> <p>Discovery Call</p> <p>Clear direction for every property</p>	<p>2–3 Weeks</p> <p>Analysis</p> <p>Full operational review and verified plan</p>	<p>4–6 Weeks</p> <p>First Results</p> <p>Time from call to first verified improvement</p>
<p>Credited</p> <p>Analysis Fee</p> <p>Applied against partnership if you proceed</p>	<p>Retained</p> <p>Your Report</p> <p>Full plan kept with no obligation</p>	<p>£900–£1,400</p> <p>Director Monthly</p> <p>Monthly income post- partnership</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.