

HOSPITALITY & EVENTS

# Analytics HQ

Turn learning data into operational insight. Coverage, progress, and gaps by person, team, property, and brand, linked to KPIs and guest reviews.

Training data is only useful when Operations can act on it.

Analytics HQ shows training coverage, progress, and gaps by person, team, property, and brand, with internal benchmarks and links to operational KPIs and guest reviews. It highlights critical processes, recurring weaknesses, and SOPs to revise or update, turning what happens in simulations into operational guidance for HR and Operations.

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LEVELS: PERSON, TEAM, PROPERTY, BRAND

KPI

LINKED TO OPERATIONS AND REVIEWS

40+

LANGUAGES, ONE STANDARD

## THE PROBLEMS WE SOLVE FOR HOTEL CHAINS, RESORTS, AND EVENT VENUES

### 01 — COMPLETION DATA ONLY

**The LMS counts courses, not capability**

Completion rates say who clicked through, not who can handle a complaint. Analytics HQ reports observed performance on scenarios and rubrics, the data that predicts what happens at the desk.

#### TARGET ROLES

#### FORMAT

### 02 — TRAINING AND OPERATIONS APART

**HR has its numbers, Operations has others**

Training reports and operational KPIs live in different meetings. Linking practice data to reviews, complaints, and audit results shows where training moves the numbers, and where it does not.

Front office and reception, concierge, restaurant and F&B staff, housekeeping supervisors, reservations and call center, duty managers, event staff; corporate academies, HR and Operations of hotel groups.

Online, on site, or phygital: smartphone, desktop, totems, projected walls, and immersive rooms, without headsets. Stand-alone module or part of the e-REAL Hospitality Suite, with Conversation Mastery at the core. Integrated with your learning platform.

### 03 — WHICH SOP, WHICH PROPERTY

**Problems are known in general, never precisely**

"Service is inconsistent" is not actionable. Analytics HQ points to the property, the role, the procedure, and the step where performance drops, and to the SOP that needs rewriting.





INSIDE ANALYTICS HQ

# From sessions to decisions. By person, team, property, brand.

## 01 **Collect the evidence**

Every session in every module produces structured data: scenario, rubric scores, steps done and skipped, language, device, time. Analytics HQ gathers it across properties.

## 02 **See coverage and progress**

Dashboards by person, team, property, and brand: who has practiced what, how performance evolves, where the gaps are. Internal benchmarks compare properties and roles.

## 03 **Link to operations**

Connect practice data to guest reviews, complaints, mystery audits, and KPIs. See where training correlates with results, and prioritize accordingly.

## 04 **Act on SOPs and training**

Recurring weaknesses point to critical processes and SOPs to revise. Operations updates the procedure, HR updates the scenario, and the loop starts again.

### WHAT YOU GET

#### **Coverage and progress**

Who practiced what, and how performance evolves.

#### **Benchmarks**

Properties, teams, and roles compared on the same criteria.

#### **Operational links**

Practice data next to reviews, audits, and KPIs.

#### **SOP signals**

Which procedures and steps need revision.

## Start with one brand, one quarter

Choose one brand or region. We connect the simulation data of your running modules with the reviews and KPIs you already track. After one quarter, we look together at where practice moved the numbers and which SOPs the data says to rewrite.

### WORKS WITH YOUR SYSTEMS

Analytics HQ runs in the browser and can feed your existing BI and learning platforms, so HR and Operations keep working in the tools they already use.

### PART OF A LARGER SUITE

Analytics HQ is one module of the e-REAL Hospitality Suite, with Conversation Mastery at the core. Add Process and Systems Mastery, Onboarding & Readiness, AI Coach, Process Help, and Smart Hiring when you are ready.

### LET'S TALK

Book a demo on [www.e-real.net](http://www.e-real.net) or propose a property for a pilot.

### CONTACT

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