



HOSPITALITY & EVENTS

Conversation Mastery

Practice the conversations that shape the guest experience. Realistic AI guests, your real cases, feedback you can measure, in 40+ languages.

Great guest conversations are not improvised. They are practiced.

Conversation Mastery is the core module of the e-REAL Hospitality Suite and works on its own. A voice simulator where your staff talk with AI guests that have personalities, reactions, and cultural backgrounds: a late check-in with an overbooking, a complaint at the table, a VIP request, an upgrade to propose with tact. Scenarios are built directly on your reviews and real cases, feedback follows rubrics based on your standards, and every scenario runs in 40+ languages.

+60%

IMPROVEMENT IN
COMMUNICATION
PERFORMANCE AFTER ONE
WEEK (3 SESSIONS PER
WEEK)

10-15

MINUTES PER
SESSION

40+

LANGUAGES, ONE
STANDARD

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

01 — STANDARDS

One brand, many desks, uneven conversations

Your service standards are written, but reception, restaurant, and phone do not always say the same thing. Scenarios built on your SOPs and reviews give every property the same practice and the same criteria.

02 — PRESSURE

The hard conversations are learned on the guest

A complaint, a refused request, a frightened or angry guest: staff learn them live, at the guest's expense. With Conversation Mastery they rehearse first, as many times as needed, and get feedback before the shift.

03 — LANGUAGES AND TURNOVER

New staff every season, international guests all year

Seasonal and international teams change constantly. The same scenario in 40+ languages, in 10-15 minute sessions that fit between shifts, brings new hires up to standard and keeps everyone sharp.

TARGET ROLES

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

FORMAT

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





INSIDE CONVERSATION MASTERY

Choose the conversation. Practice. Review. Practice again.

- 01 Choose the conversation**

Pick a real situation from your property: the guest, the stakes, and what needs to be achieved. Scenarios come from your reviews, complaints, and service standards, and from a library of hospitality situations ready to adapt.
- 02 Practice with an AI guest**

Speak naturally, by voice, with a virtual guest who reacts to every question, word, and tone, with their own personality, mood, and cultural background. In your language or in the guest's.
- 03 Review the feedback**

At the end of the session, structured feedback on rubrics built from your standards: what worked, what to change, which moments mattered. An optional AI mentor helps reflect and prepare the next attempt.
- 04 Practice again, and measure**

Repeat the scenario, raise the difficulty, change the language. Progress is visible per person, team, and property, and can be linked to guest reviews and operational KPIs.

WHAT YOU GET

Your scenarios

Built on your reviews, complaints, and SOPs, in your brand's voice.

Realistic AI guests

Personalities, moods, and cultures that react to how your staff speak.

Feedback on your standards

Rubrics from your criteria, session by session.

Progress you can track

By person, team, and property, in your LMS or dashboards.

Start with your 10 hardest complaints

Choose one property. Share your 10 hardest guest complaints and your service standards. We build the first scenarios and rubrics, your team practices for a few weeks, and we compare what changed in reviews and at the desk. Then scale what works to the next properties and languages.

ONE SCENARIO, EVERY SETTING

The same guest, scenario, and rubric work on a smartphone between shifts, on a desktop in the back office, on a totem or projected wall in your academy, or life-size in an immersive room, without headsets.

PART OF A LARGER SUITE

Conversation Mastery is the core of the e-REAL Hospitality Suite. When you are ready, add Process and Systems Mastery, Onboarding & Readiness, AI Coach, Analytics HQ, Process Help, and Smart Hiring.

LET'S TALK

Book a demo on www.e-real.net or propose a property for a pilot.

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