

HOSPITALITY & EVENTS

Process Mastery

Turn procedures into actions people can perform. Your SOPs practiced in realistic scenarios, with the guest in front of you and the system at your fingertips.

A procedure in a manual is an intention.
A procedure performed is a standard.

Process Mastery is a practical environment where your staff apply the chain's Standard Operating Procedures while handling a guest. Check-in with an overbooking, a refund request, an upsell, a group arrival: every scenario asks staff to follow the policy, use the system, and keep the conversation going. It checks that policies, check-in steps, upselling, and system entries are executed correctly, at the same time as the guest relationship.

SOP

YOUR PROCEDURES,
PRACTICED STEP BY STEP

10-15

MINUTES PER
SESSION

40+

LANGUAGES, ONE
STANDARD

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

01 — MANUALS

SOPs are written, read once, and forgotten

Procedures live in binders and intranets. Staff learn the real sequence from colleagues, each in their own way. Process Mastery turns every SOP into a scenario that is practiced, repeated, and checked.

02 — PRESSURE

The procedure breaks when the guest is waiting

Under pressure, steps are skipped: the ID not recorded, the upsell not offered, the policy explained wrong. Rehearsing procedure and conversation together builds the reflex before the shift.

03 — AUDITS AND CONSISTENCY

Every property applies the standard a little differently

Mystery audits and reviews show gaps between properties. The same scenarios and rubrics across the group make execution comparable, and show which SOPs need rewriting.

TARGET ROLES

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.

FORMAT

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.





INSIDE PROCESS MASTERY

Your SOP. Your guest. Your system. In one scenario.

- 01 Pick the procedure**

Start from the SOPs that matter most: check-in and check-out, payments and deposits, complaints and refunds, upselling, group arrivals, incident reporting. We turn each into a scenario with your policies and wording.
- 02 Perform it with a guest in front of you**

Staff run the procedure while an AI guest talks, asks, and objects. Steps, timing, and system entries are tracked as the conversation unfolds.
- 03 Check every step**

At the end, a step-by-step review: what was done, what was skipped, what was said. Rubrics built on your SOP and service standards show where the execution diverged.
- 04 Repeat, then scale**

Raise the difficulty, change the guest, change the language. Results by person, team, and property show which procedures are solid and which SOPs need revision.

WHAT YOU GET

SOP scenarios

Your procedures as practicable, repeatable scenarios.

Step-by-step checks

Which steps were done, skipped, or done wrong.

Guest in the loop

Procedure and conversation practiced together.

SOP insight

Which procedures staff struggle with, group-wide.

Start with your check-in SOP

Choose one property and one procedure: the check-in, including overbooking and upsell. Share the SOP and the screens your staff use. We build the scenario and the checklist, your front office practices for a few weeks, and we compare audit results and reviews.

WORKS WITH SYSTEMS MASTERY

Add the simulated interfaces of your property-management software and staff practice the procedure and the tool together, linking the guest's situation to the actions that solve it.

PART OF A LARGER SUITE

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

LET'S TALK

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

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