



HOSPITALITY & EVENTS

e-REAL Hospitality Suite

From brand standards to real-world performance. Training, assessment, and operational support for hotel chains, built around your standards, procedures, and systems.

Standards live in manuals. Service happens with a guest in front of you.

The e-REAL Hospitality Suite is an integrated AI simulation environment for training, assessment, and operational support. Your staff practice complex guest conversations and execute chain procedures with precision, so brand standards, procedures, tools, and real cases become practical, measurable, scalable experiences. Conversation Mastery is the core; every other module is tailored to your chain.

8

MODULES, ONE
ENVIRONMENT

40+

LANGUAGES, ONE
STANDARD

10–15

MINUTES PER
PRACTICE CYCLE

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

01 — STANDARDS

One brand, many properties, uneven service

Your standards are written, but check-in, gate, 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

Procedures are learned under pressure, with a guest waiting

Policies, upselling, and system entries are mastered on the job, mistake by mistake. Process and Systems Mastery let staff rehearse the procedure and the software before the shift, with the guest in the scenario.

03 — TURNOVER

New staff every season, the same standards expected

Seasonal and international teams change constantly, and the classroom cannot keep up. Onboarding paths, the AI Coach, and 10–15 minute cycles bring new hires to readiness and keep everyone sharp, in 40+ languages.

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, HR and Operations of hotel groups.

FORMAT

Online, on site, or phygital, in immersive rooms without headsets. Complete suite or single modules, starting from Conversation Mastery. Integrated with your learning platform.





INSIDE THE SUITE

Conversation Mastery at the core. Tailored modules around it.

- 01 Conversation Mastery · Practice the conversations that shape the guest experience**
A voice simulator with AI avatars that have personalities, reactions, and cultural backgrounds, to train empathy, complaint handling, and welcome standards. Scenarios are built directly on your reviews and real cases, in 40+ languages.
- 02 Process Mastery · Turn procedures into actions people can perform**
A practical environment to apply chain Standard Operating Procedures and simulate the property's management software during the workflow. It checks policies, check-in, upselling, and system entries while the guest relationship is being handled.
- 03 Systems Mastery · Practice the tools behind the service**
Staff rehearse operational flows through simulated interfaces and scenarios built around the chain's digital tools. Process and system are learned together, linking the guest's situation to the actions that solve it.
- 04 Onboarding & Readiness · Measure performance, not course completion**
Structured paths for new hires and new openings, with levels, realistic scenarios, and rising difficulty. Rubrics assess the ability to apply standards, procedures, and expected behaviors in real situations.
- 05 AI Coach · Every time. Everywhere.**
A coach available 24/7, in several languages, to review and practice between shifts: short 10–15 minute cycles, personalized feedback, and an optional AI mentor.
- 06 Analytics HQ · Turn learning data into operational insight**
Coverage, progress, and gaps by person, team, property, and brand, with internal benchmarks and links to operational KPIs and guest reviews. It flags critical processes, recurring weaknesses, and SOPs to revise.
- 07 Process Help · Guidance for unclear procedures and live operations**
When a procedure is unclear, staff open a conversational guide based on the chain's validated content. The training environment becomes operational support at the moment it is needed.
- 08 Smart Hiring · Hire on evidence, not only on the CV**
AI screening of applications in any language, a virtual recruiter that runs the same structured interview with every candidate, and simulated guests that show how a candidate welcomes, handles a complaint, or upsells before the first shift. Comparable evidence for your managers, integrated with your HR systems.





BUILT AROUND YOUR REAL OPERATION

Your standards. Your cases. Your environment.

Your standards, your cases

Configured on real cases, documents, SOPs, and guest feedback of the chain.

Structured feedback

Rubrics built on your criteria, feedback at the end of every session, optional AI mentor.

Online, on site, or phygital

Browser, classroom, or immersive environments, without headsets.

Adaptive AI conversations

Real interaction, not predefined answers: characters with goals, attitudes, and contexts.

Multilingual by design

The same scenario in 40+ languages, with consistent content, criteria, and goals.

Scalable across properties

Start with one property or one pain point, then extend to roles, languages, and hotels.

Short practice cycles

10–15 minute sessions that fit hotel rhythms, repeatable and progressively harder.

One scenario, multiple settings

From smartphone and desktop to totems, projected walls, immersive rooms, and holograms.

Learning platform integration

Runs in the browser and connects to your existing LMS.

HOW IT WORKS

01

Start with one property

Choose a property or an operational pain point: your 10 hardest complaints, a new opening, a check-in procedure.

02

Build on your standards

We turn your SOPs, reviews, and systems into scenarios, rubrics, and simulated interfaces.

03

Measure and scale

Staff practice in short cycles, Analytics HQ shows progress and gaps, and the same logic extends to roles, languages, and hotels.





START WITH ONE PROPERTY

Start with one property. Scale across the group.

01 — YOUR PILOT

One property or one operational pain point: the 10 hardest complaints, a new opening, a check-in procedure. Front-office or F&B team, one language or several.

02 — WHAT WE BUILD

Scenarios from your reviews and cases, rubrics from your standards, simulated interfaces from your systems. Delivered in the browser, in your academy, or in an immersive room.

03 — WHAT YOU MEASURE

Progress and gaps by person, team, and property in Analytics HQ, linked to your KPIs and guest reviews. Then the same logic extends to roles, languages, and hotels.

Start with your 10 hardest complaints

Choose one property. Share your 10 hardest guest complaints, your check-in SOP, and the screens your staff use. We build the first scenarios and rubrics, your team practices for a few weeks, and we compare what changed in reviews and operations.

POWERED BY e-REAL

e-REAL integrates conversational agents, generative AI, XR, interactive surfaces, projections, sensors, holograms, and IoT in configurable environments: realistic situations where people practice, decide, and improve before the situation becomes real.

LEARNING PLATFORM INTEGRATION

The suite runs in the browser and connects to the learning platforms your organization already uses, so practice sits alongside existing LMS paths without a separate ecosystem.

LET'S TALK

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

CONTACT

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