



Inn at Laurel Point

A consulting report



Presented by Team Pub Crawl:
Gladice Lee
Thomas Samis
Ursula Hill
Ashley Vij
Shengwei Zhao

Land Acknowledgement

We acknowledge and respect the ləkʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day. We further acknowledge the traditional territory of the sx̣wəŋx̣wəŋ peoples in which the Inn at Laurel Point stands today.

We recognize the intergenerational harms of colonization and we commit to be active participants in meaningful and long lasting reconciliation.



1

Background

A brief introduction of
the hotel

2

Overview

Competitive priorities
and overarching
strategy

3

Key Considerations

Project scope and
assumptions

4

Opportunity Analysis

Misalignments within
service specializations

5

Recommendations

Solutions and
corresponding justifications

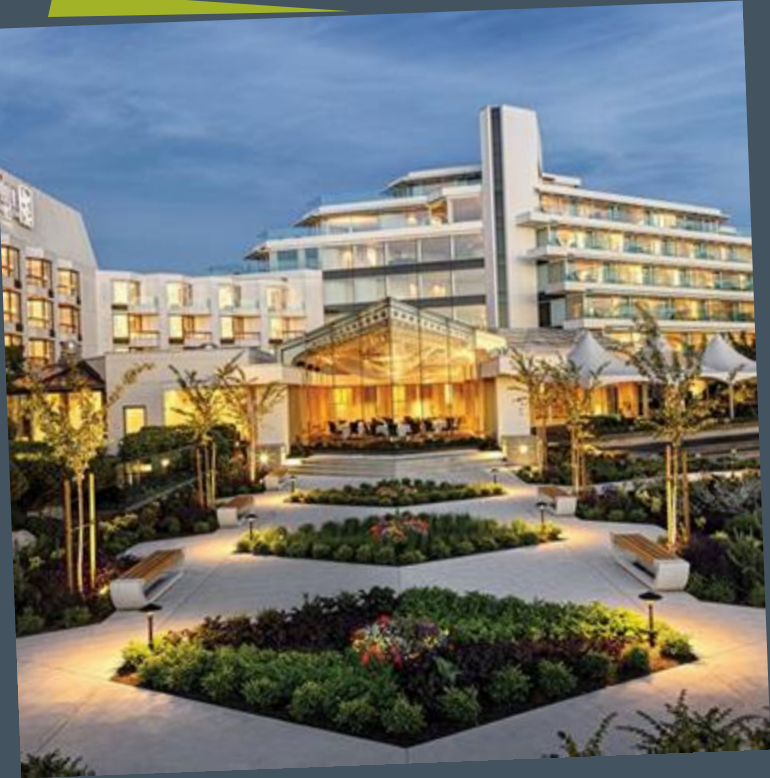
6

Question Period

5-minute Q&A session
open to the floor

Contents

Background



Unique Size

Location

Sustainable

Overview

Company Priority & Strategy

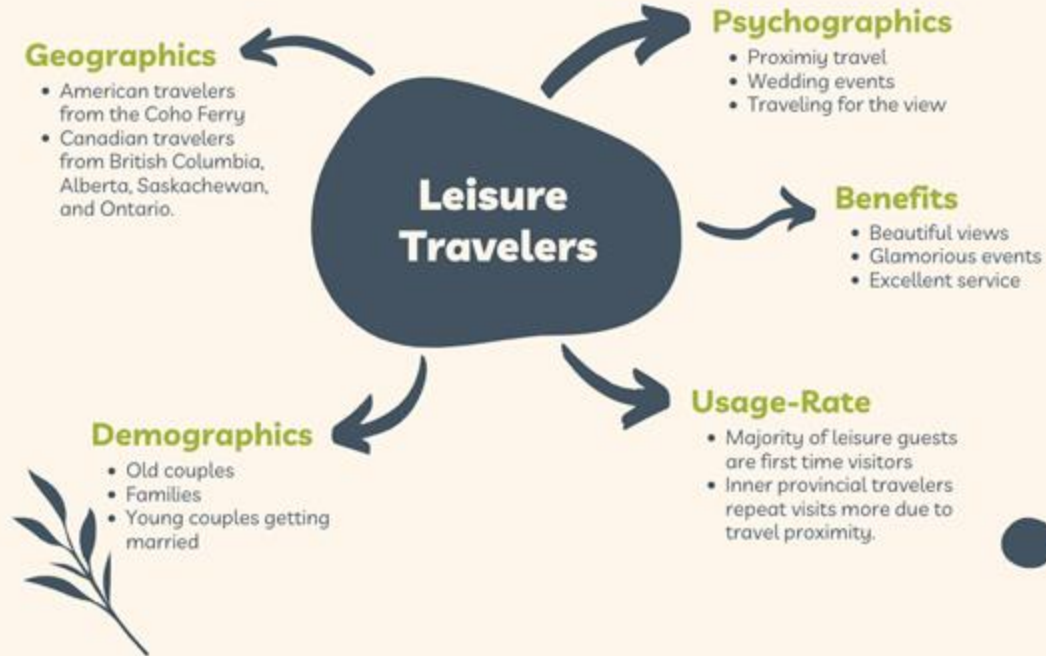
Quality

Niche
Differentiation

Competitive Advantages

- ❖ Ocean view rooms
- ❖ Rates focused on leisure guests
- ❖ Hosting events > business center
- ❖ Key to the City program

Customer Persona Map



Project Scope & Assumptions



Opportunity

The Inn at Laurel Point has the opportunity to increase their sales potential by updating certain service aspects to strengthen their competitive priority of high standard service quality.

Opportunity Analysis

Customer Experience

Experience Promise vs Experience Delivery

- ❖ Outdated and generic images on hotel's website
- ❖ Views will vary depending on room location

+

Unpleasant Moments of Truth

- ❖ Discrepancies of booking through third-party websites
- ❖ 7 reported complaints in three weeks

=

Room Transfers

Opportunity Analysis

Service Operations

Room Blocking Process

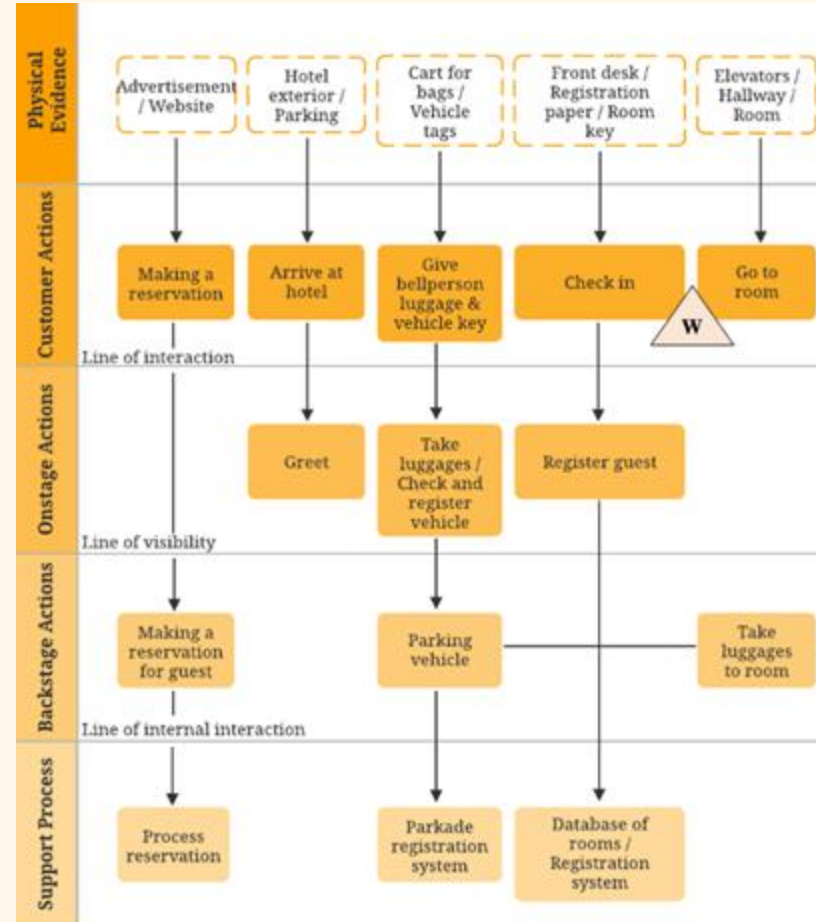
- ❖ Maintains customer loyalty
- ❖ Ensures sustainable growth
- ❖ Increase efficiency in housekeeping department



Increased Wait Times

- ❖ Disgruntled guests
- ❖ Unpleasant moments of truth
- ❖ Misaligning with priority of quality

Original Service Blueprint (Cropped)





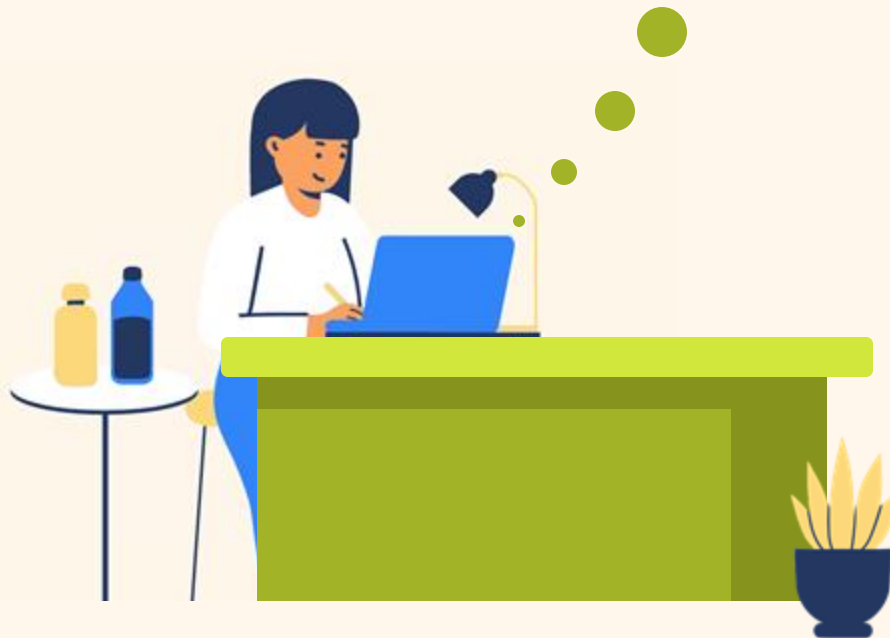
Inn at
Laurel Point

Thank you, Sarah!
Your Reservation is booked for the
Laurel Wing Junior Bedroom
Suite!



Block Room

Time span -
Room
Status
Guest





What do you mean my
room is not ready yet?



Opportunity Analysis

Talent Management

1

Inefficient training and tracking processes within housekeeping



Room transfers



Loss of \$2,225 in potential sales

2

Minimal communication between housekeeping and front desk



Missing real-time updates



Rooms not serviced upon request

3

Labor shortages and disparities in the industry



Reduced task significance and intrinsic empowerment



Minimal output engagement, commitment, and motivation



Recommendations

3D Virtual Tour Software

Annual subscription fee
for Matterport's 3D
virtual tour software

\$915

Cost of monthly
marketing fees for
implementing solution

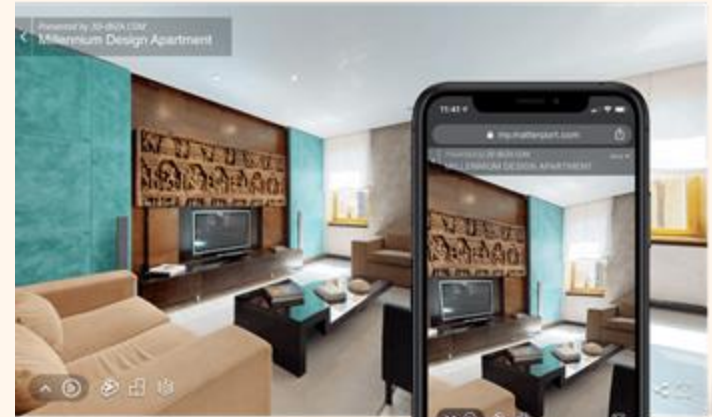
\$150

Loss of potential sales
each month with
current operations

\$1,817

Potential monthly
savings from
implementation

\$1,667



Elevate hotel's
website engagement
by 300%

Drives occupancy rates,
resulting in a 14%
increase in revenue



Recommendations

Enhance Room Blocking System

1

Block room type, not room number

- Flexibility for front desk management
- Reduce wait times for early arrival guests
- Improve overall customer satisfaction

2

Observe wait times and guest complaints

- Record data points for calculations
- Adjust room blocking number

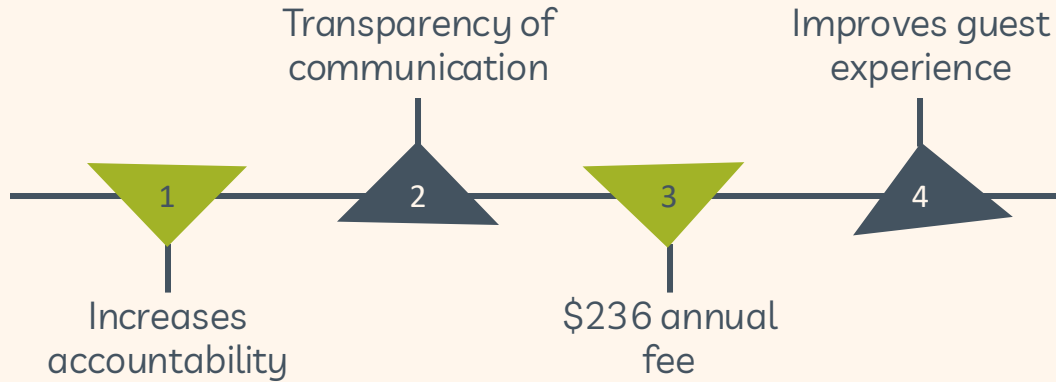
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Interview Front Office Manager

- Record experiences qualitative metrics
- Revise room blocking number

Recommendations

Inspection & Tracking Platform



Completed inspections

120 / 124 ▲ 3.2%

Overdue actions

14 ▲ 5.5%

Missed inspections

4 ▼ 1.5%

Failed items

25 ▼ 1.5%

Top 5 failed responses



- Mannequins conditions
- POS up to date
- Outside store logo usage
- Store name condition
- Stock size and assortment



Thank you for your time!

Do you have any questions?

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