

## CASE STUDY: SOP Delivers Dramatic Results in this 3-Star Hotel Both in Operations and Sales

### Client Overview

Our client in the hospitality sector runs a 5-star category resort in one of the busiest SEZ (Special Economic Zone) in Southern India. The resort is spread over 35 acres of land and is one of the popular locations for the business fraternity to stay and complete their business activities in and around during their stay. The resort also attracts a lot of individuals from the South East of Asia who come here on business visits. So strategically due to its location the resort attracts a lot of local people because of its proximity to a theme park in its facility. As a result it happens to be a place having a provision to mix both pleasure and business in one goes!

### Problem Statement

The advent of foreign direct investment for multinational companies has opened the doors for investment from overseas in the area of proximity to the resort. The need of the hour to our client was to improve the services in the international standards and to attract more overseas clients and balance the local crowds that throng this area for entertainment and business in a standardised format with the existing



workforce employed from the surrounding areas of its operation. The biggest challenge was to instil the current workforce to match to the required standards and to set-up a procedure in such a way that any future addition or replacement to the current lot will still not affect the overall quality.

### Solution Implemented

For the above problem the Consultants from Physics developed the Standard Operating Procedures (SOP) which clearly describes the activities necessary to complete tasks in accordance with industry regulations, provincial laws or even just the resorts' own standards for running their business. The SOP's were implemented with provisions for annual reviews and with the style and format taking into account the relevant activities best suited for our client to adopt and implement. The level of complexity in terms of roles and responsibilities was also clearly communicated as procedure to each designated activity rather than an individual.

### Results

The SOP's developed defined the expected practises of the business with a quality in standards. The SOP's have now created a healthy and safe environment, reduced errors and unwanted efforts, improved overall efficiency and has improved the overall sales by about 12% every month on an average.