

PKF

Accountants &
business advisers



**How do you
compare?**

boosting performance through hotel productivity



Productivity Bench

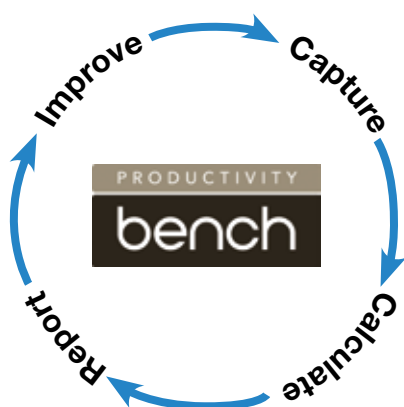


For many years, the hotel sector has monitored performance using financial indicators such as average rate, occupancy level and revenue per available room. Monitoring and benchmarking profitability is also increasingly common.

Although you can use these financial indicators to monitor performance, external factors beyond your control such as inflation, currency exchange fluctuations and minimum wage requirements make inter-hotel comparisons difficult. Also, they do not provide supporting information as to why a change has occurred, nor how you can improve performance. One way you can achieve this, however, is through productivity benchmarking.

The productivity–performance link

Productivity benchmarking focuses on monitoring activity levels that underpin the financial success of your business. It provides operational information empowering management to identify where improvements can be made and shared across all departments including rooms, food and beverage, conference and banqueting, and other areas such as sales and marketing, development and procurement. Ultimately, it facilitates sustainable performance improvements without compromising customer experience.



What is Productivity Bench?

Productivity Bench is a dynamic web-based benchmarking tool for the hotel industry. It is aimed at hotel groups but is equally beneficial in property and facilities management companies.

Productivity Bench allows total flexibility when defining productivity indicators – in other words, you can set up those that are important to your hotels, not those determined by software limitations. Typical measures include rooms cleaned, covers served and guests checked in/out per worked hour. You can thus define a set of productivity measures that are relevant but also simple to compile and monitor.





The results are impressive, both from a bottom-line point of view and from an efficiency perspective.



Leading international hotel chain

Productivity Bench can:

- Plot productivity trends to focus remedial action where it is most needed
- Allow true comparability across regions and countries
- Identify the best-performing hotels, facilitating the sharing of good practice and lessons learnt
- Allow customised productivity indicators
- Group hotels into comparative sets to allow peer to peer comparisons
- Generate easy to understand reporting, ranking hotels against group averages
- Provide a simple user interface for data input via a dedicated website
- Minimise set-up time, training requirement and cost per hotel.

Benefits of monitoring productivity using Productivity Bench

With today’s economic climate pressurising hotel room and occupancy rates, there is inevitably a greater focus on achieving growth through improved productivity and cost reduction. **Productivity Bench** allows you to facilitate this process through optimising resources and improving efficiency across each hotel, as demonstrated in the examples below.



Focus	Corrective action leads to...	Potential impact
Rooms	Reduced check-in times Improved housekeeping room turnover	Improved customer experience Reduced housekeeping costs through improved operational efficiency
F&B	Optimised staffing mix (e.g. contractors) to covers Linking of food cost to the level of demand	Improved service and reduced recruitment costs Improved purchasing and stock control
Other	Linking of maintenance cost to the level of business Identifying staff management issues through monitoring staff turnover levels Improved transaction processing times	Identified areas for centralisation/shared services Reduced undistributed costs
Procurement	Identifying the level of non-contracted purchases	Negotiated terms with key suppliers leading to cost efficiencies
Sales	Visibility of opportunities converted	Increase in the level of transactions completed



Productivity Bench

For a free a demonstration of Productivity Bench, or for more information, please contact:

Michel Moine

Partner, PKF

Tel: +44 (0)20 7065 0254

Email: michel.moine@uk.pkf.com

Eve Brown

Director, PKF

Tel: +44 (0)20 7065 0227

Email: eve.brown@uk.pkf.com

James Parsons

Managing Director, Productivity Bench

Tel: +44 (0)20 7953 7634

Email: james.parsons@productivitybench.com

www.pkf.co.uk

This document has been prepared as a general guide. It is not a substitute for professional advice. Neither PKF (UK) LLP nor its partners or employees accept any responsibility for loss or damage incurred as a result of acting or refraining from acting upon anything contained in or omitted from this document.

PKF (UK) LLP is a limited liability partnership registered in England and Wales with registered number OC310487. A list of members is available for inspection at Farringdon Place, 20 Farringdon Road, London, EC1M 3AP, the registered office. Certain of the services described in this document may be provided through PKF Financial Planning Limited. Both PKF (UK) LLP and PKF Financial Planning Limited are authorised and regulated by the Financial Services Authority for investment business and insurance mediation activities.

PKF (UK) LLP is a member firm of PKF International Limited, a network of legally independent member firms.

PKF (UK) LLP operates a code of conduct to ensure that all types of data are managed in a way which complies with the Data Protection Act 1998. If you do not wish to be informed about the services we offer and forthcoming events, please contact your local office. © PKF (UK) LLP 2009. All rights reserved.