

IMPLEMENTATION | APPROVED SCOPE | VERIFIED HANDOVER

# From findings to verified changes.

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## Sample Hotel A

Illustrative public sample. Not a client proposal.

The Audit identifies what needs attention across eight areas. The client decides which actions to approve and delegate. HotelOps executes the approved scope, verifies every result in the live guest view and documents the handover.

8 AUDITED AREAS

APPROVED ACTIONS

PUBLIC VERIFICATION

## ONE FRAMEWORK

# The same eight areas, from Audit to action.

Implementation does not introduce a second system. It takes findings from the Audit areas below and converts only the approved, HotelOps-executable findings into named actions.

01

## Cross-channel consistency

Correct source and channel data, mappings and visible conflicts. Republish and verify.

02

## Bookability and restrictions

Remove agreed booking obstacles in stay rules, occupancy, terms and restrictions.

03

## Rooms and offers

Clarify room hierarchy, inclusions, benefits, offers and upgrade logic.

04

## Photography and content

Select, order, caption and publish existing approved assets. New production is separate.

05

## Rates and availability

Configure approved rate plans, promotions and availability rules as a one-off project.

06

## Reviews and reputation

Create response templates, procedures and escalation rules. Ongoing replies belong to Management.

07

## Arrival and access

Correct directions, parking, check-in, keys and late-arrival information and procedures.

08

## Guest communication

Rewrite confirmations, pre-arrival messages, FAQs and reusable guest templates.

## EVERY FINDING RECEIVES ONE DESTINATION

## No finding disappears between diagnosis and delivery.

NO ACTION

Benchmark

CLIENT

Internal

HOTELOPS

Implementation

VERIFY

Confirm first

MANAGEMENT

Ongoing

TECHNICAL

Separate

DEFERRED

Later

SCOPE GATE

Only findings approved and delegated to HotelOps Implementation enter the scope and price.

## APPROVED ACTION REGISTER

# Six delegated actions. One complete Implementation scope.

In this illustrative example, every approved finding suitable for one-off HotelOps execution is delegated. All other findings remain in the Audit with a different destination.

## AUDIT RESULT

Findings across 8 areas

## APPROVED SCOPE

6 HotelOps actions

## OUTSIDE THIS SCOPE

Assigned separately

F01

AREA 01

## Private bathroom on the website, shared bathroom on the OTA

## APPROVED ACTION

Correct the structured amenity at source, republish it and verify the live guest view.

SURFACE

Website + reference OTA

F02

AREA 08

## The late-arrival solution is buried below the check-in restriction

## APPROVED ACTION

Move the answer beside the check-in time and repeat it in the confirmation message.

SURFACE

Website + guest communication

F03

AREA 03

## Three room categories read alike and the upgrade is unclear

## APPROVED ACTION

Rewrite each category with size, bed setup, view and ideal guest.

SURFACE

Website + reference OTA

F04

AREA 05

## Five promotions appear together with no visible discount cap

## APPROVED ACTION

Organise them by booking window and set a maximum combined-discount cap.

SURFACE

Booking engine

F05

AREA 07

## Parking is unavailable and no alternative is offered

## APPROVED ACTION

Add two nearby car parks with names, walking distances and a map, then repeat them in the confirmation.

SURFACE

Website + Google profile

F06

AREA 03

## No visible benefit explains why the guest should book direct

## APPROVED ACTION

Write five concrete, verifiable direct-booking benefits and place them on the booking page.

SURFACE

Direct booking page

## SCOPE RULE

## One finding. One approved action. One owner. One verification.

Anything outside this register is a variation. It is described and priced before work begins.

## EXECUTION METHOD

# What HotelOps actually does.

HotelOps makes the approved changes across your website, OTA listings, booking engine and guest communications, coordinates publication and checks every result in the live guest view.

## REAL EXECUTION EXAMPLE

Santosa Hotel, where Francesco Serra directly leads digital and operational management. Santosa is not an external HotelOps client.

## 01 | BEFORE

24.08

## The public conflict

The official website says Deluxe Sea View. The OTA uses Sea View Deluxe and marks the bathroom as shared.

## 02 | APPROVED ACTION

25.08

## Corrected at source

The source is traced to the channel-manager mapping, corrected there, republished and checked after written wording approval.

## 03 | AFTER

26.08

## Verified in public

The room appears again with the private-bathroom filter active. The public guest view, not the back office, is the proof.

## CLOSURE RULE

An action closes only when the public check is positive and the evidence is dated.

## READY TO START

## Seven start conditions. Six from the property, one from HotelOps.

## FROM THE PROPERTY

- One named decision-maker with direct contact.
- Existing copy and photography required by the approved actions.
- Named platform users with minimum permissions. Never personal passwords.
- Written approval of any third-party costs.
- Decisions on language, channels and positioning.
- Signed proposal and first instalment.

## FROM HOTELOPS

A dated public-view baseline captured and shared before any change.

## READY TO START

## WORK

## PUBLIC CHECK

## HANDOVER

Working days begin when all seven conditions are complete. If a required client input is missing for more than three working days, timing pauses and resumes when it is received.

## PRICE, DELIVERY AND BOUNDARIES

# Two ways to appoint HotelOps.

The Audit defines the findings. The client decides the scope. The price is based only on the actions approved and delegated to HotelOps.

### FULL IMPLEMENTATION

## From USD 590

HotelOps takes responsibility for all approved findings that it can execute for a small independent property. The exact fixed scope is named before work starts.

USD 99 AUDIT CREDIT | ONCE WITHIN 30 DAYS | FULL IMPLEMENTATION OR FIRST MANAGEMENT RETAINER

### MODULAR IMPLEMENTATION

## Custom quote

The client selects only certain areas or actions from the findings HotelOps can execute. HotelOps describes and prices that reduced scope separately.

SINGLE MODULES | NO AUDIT CREDIT

PAYMENT | 50% AT START | 50% ON DELIVERY

PLATFORM AND SUPPLIER COSTS ARE SEPARATE

## WHAT SETS THE FIXED QUOTE

## USD 590 is the starting point, not an unlimited promise.

### ACTION LOAD

Number and complexity

### PROPERTY

Rooms and categories

### SURFACES

Systems and channels

### LANGUAGES

Approved versions

### DEPENDENCIES

Access and suppliers

## SCOPE BOUNDARY

### INCLUDED IN THE APPROVED SCOPE

- Correct and republish existing approved content and settings.
- Coordinate approvals, publication and channel updates.
- Verify the live result and document the handover.

### SEPARATE SERVICES OR COSTS

- Website rebuilds, new integrations and new photography.
- PMS reconfiguration, supplier work and third-party fees.
- Ongoing rates, reviews and monitoring, covered by Management.

### DELIVERED AT HANDOVER

Action log and dated public evidence | approved files and procedures | 45-minute handover | 14 days of support for delivered work.

Open, blocked and excluded actions remain visible with their reason and next step.

## COMMITMENT

HotelOps executes the approved actions, documents each change and verifies the public result. Anything blocked or not verifiable remains open. Revenue, bookings, occupancy, ranking and conversion are not guaranteed.