

**Academic Discipline of Tourism and Hospitality
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Contents

Contents	2
Executive Summary	3
Introduction.....	5
<i>Problem Statement</i>	6
Issue Identification and Analysis	6
<i>Issue Description</i>	6
<i>Analysis of Stakeholders</i>	7
<i>Root cause analysis: Analysis of SWOT</i>	8
<i>Analysis of PESTLE</i>	9
<i>Literature Review and Industry Best Practices</i>	10
<i>Applicable Theory</i>	10
<i>Best Practices</i>	11
<i>Cost-Benefit Analysis</i>	12
<i>Benefits</i>	13
Recommendations and Change Management	14
<i>Recommendations</i>	14
<i>Change Management</i>	18
<i>Measuring Success</i>	19
<i>Possible Solutions</i>	19
Action plan.....	20
<i>Managing Risks</i>	21
Conclusion	21
References.....	23

Executive Summary

In this consultancy report, details on air of the irregularities that the popular Liverpool Inn London is experiencing currently in the management of its business are discussed in detail. The location of the hotel is really good – the hotel is situated in London. The hotel has maintained a great image for about ten years; however, the guest happiness is sharply declining. This is mostly because employee is disgruntled with their position and the quality of service being offered is wanting. The purpose of this report is to determine and identify the key issues that are leading to these issues, and recommendations that can be implemented to assist the competitive prowess of the hotel to be restored while at the same time enhancing its general performance.

Liverpool Inn London has 80 well-equipped guest rooms that are meant to meet the needs of a wide range of guests, such as tourists, business visitors, and families. Customers stay at the hotel again and again because it has a good mix of modern services and old-fashioned kindness. However recent feedback from customers has raised major worries about the quality of the service, which has led to bad online reviews and lower rental rates. The hotel's long-term survival is in danger because fewer satisfied guests are staying there. This is especially true as new hotels open and other housing choices like Airbnb become more popular.

The main problem found in this study is that guest pleasure is going down, which is caused by a number of factors that are all connected. To begin, it looks like low staff happiness and involvement are making service quality worse. The staff seems to be overworked and untrained, which makes them lack the drive and energy to make sure guests have a good time. As a result, guests have complained about problems like waiting too long to check in, dirty rooms and staff who aren't helping enough. These things make the general experience of guests much worse, which has led to less trust and more bad reviews online.

The study uses three important analytical frameworks—PESTEL, SWOT, and TOWS—to successfully look at the practical problems that Liverpool Inn is facing. The PESTEL study looks at the political, economic, social, technical, environmental, and legal issues that affect the hotel from the outside. This study helps Liverpool Inn figure out how to handle both chances and threats in its business plans. The SWOT analysis also shows the hotel's strengths, flaws, chances, and risks. This shows where the hotel needs improvement and its strengths. Finally, the TOWS grid matches internal strengths with external dangers and opportunities using SWOT analysis results. These selections lead to actionable ideas.

The study gives us some important new information that makes the need for action even stronger. The PESTEL study shows that the hotel industry is moving towards services that are based on technology. This is because guests are expecting more and more smooth digital experiences. Because of changes in the economy, like higher prices and more competition from other places to stay, service delivery and guest connection tactics need to be looked at again. The SWOT analysis also shows that Liverpool Inn has a strong brand name and a group of loyal customers. However, the hotel has trouble because its employees aren't trained well and leave often, which lowers the quality of service. In this case, the hotel has a big chance to improve service and make guests happy again by investing in staff growth.

For essentially all of the problems which were identified in the study, the author presents a number of recommendations on how to address them. First, it is necessary to present complete training procedures, with the purpose of the development of practical and theoretical knowledge of the employees. Other academic literature asserts that these programs should be tailored in such a way that employees gain knowledge on how to handle the customer, handling of complaints and how to offer. Second, working processes will be less ineffective after they are optimized following revisions. This could mean thinking as to how generally new technology could be employed for eventualities like check-in and response to customer questions. It will improve the situation of guests and make the job of the worker more efficient and productive.

The study also recommends increasing happiness through the promotion of structures that enable employees to voice their opinions and be subject to, feedback procedures, rewards, and promotion opportunities. The idea of the present communication is to let the employees state their ideas on how things may be improved, which will lead to a happier workplace and better-quality service. Also, it is crucial to perfect the use of technologies in order to enhance the experience of the guests. Mobile check-in, digital room keys and online feedback systems could enhance guest experience attract technologically sophisticated customers and lift overall happiness values.

The proper action plan is to be prepared to ensure that all the above-suggested suggestions will be implemented successfully. What this plan is going to do is give more specific due dates and the resources that are going to be used to help achieve the plan while also highlighting some of the key performance indicators (KPIs) and using them to gauge the success of the plan that has been laid out. Long-term results geared towards the company's overall achievement of improved processes will not be a priority; instead, achieving minor victories within the first weeks of implementation will be the primary outcome. Time horizons multinational strategic management will also consider long-term strategies like investing in technology.

The changes that have been proposed for the hotel will in the long run enhance the image of the hotel and get the best out of the members of staff who will also in turn benefit from this since guests will not be their usual troublesome selves. By going into a joint venture, the intended plan and objective sought after by Liverpool Inn is to ensure that the hotel not only remains operational in today's dynamic environment in the hospitality industry but to also expand. This means that Liverpool Inn has the ability to wait before it makes its decision but in doing so it stands to benefit from the future by having loyal guests that would have made top-notch operations possible.

Introduction

This consulting report talks about the operating problems that the Liverpool Inn London, a well-known hotel in a busy part of London, is currently facing. Since it opened more than ten years ago, Liverpool Inn has made a name for itself by combining modern conveniences with warm, friendly service. The hotel has 80 well-thought-out guest rooms that are perfect for a range of visitors, from work travellers on their own looking for a cosy space to families needing a bigger place to stay. However, in recent times, Liverpool Inn has faced major operating problems that risk its image and long-term stability in an increasingly competitive market (Danito, 2024).

Liverpool Inn's biggest problem right now is that guests aren't as happy as they used to be, which has been linked to low staff happiness and engagement. More and more reports of bad service and unfavourable online reviews point to the fact that the hotel staff might not be fully driven or properly trained to provide the level of service that guests expect (Zhenjing et al., 2022).

With a team of dedicated industry experts, we offer insights and solutions that are meant to improve business performance, get employees more involved, and make the guest experience better. We have a lot of experience in the hospitality industry, which gives us a unique understanding of the problems hotels like Liverpool Inn face. This means we are able to provide details pointing at best practice guidelines and actual facts on the matter.

Several well-known models will be used in this study to evaluate Liverpool Inn fully and look at the problems it is facing. This paper will use the PESTEL system to analyse the political, economic, social, technological, environmental, and legal factors outside the hotel that influence it. In this research, the hotel will be able to make strategic decisions since the probability theory provides useful information about opportunities and risks from a broad perspective.

Self-assessment will also involve a SWOT analysis to determine what strengths and weaknesses the hotel possesses. This paper will discuss areas such as the brand personality of the new hotel, competencies present in the employee pool and efficiency of the business model. Knowing these internal factors will allow you to locate places to augment while at the same time allowing you to learn more to make yourself more employable.

The TOWS matrix will also be used to make strategy choices by matching the company's strengths and flaws with the chances and dangers found in the PESTEL study. This all-encompassing method will help us fully comprehend the current problems and help us come up with useful suggestions that are specifically designed for Liverpool Inn's situation.

Problem Statement

The Liverpool Inn is a tiny central London hotel. Guest satisfaction and booking rates have declined dramatically in the last year. Despite the hotel's attractiveness and location, visitors have complained about poor service, filthy rooms, and excessive wait times. These issues have affected online ratings, repeat reservations, and availability, even amid peak demand (Noordzife, 2014).

Several basic functioning difficulties may be causing these troubles. Staff training is inadequate; therefore, service doesn't always meet visitor expectations. Old cleaning procedures and a lack of investment in digital services like smartphone check-ins and digital butler systems have also hindered the hotel's contemporary, seamless guest experience. The Liverpool Inn is struggling in London's increasingly competitive hotel industry.

The hotel management has requested our consulting business to uncover the causes of these operational challenges and provide solutions to improve service, guest satisfaction, and occupancy. According to the Liverpool Hotel Inn (2024), this research will examine the hotel's issues, examine industry best practices, and provide specific solutions to assist the Liverpool Inn regain its top spot among London visitors.

Issue Identification and Analysis

Issue Description

Online review sites and visitor comments indicate that guest satisfaction at the Liverpool Inn is declining (Selbie, 2024). Guest satisfaction rankings on Booking.com and TripAdvisor have declined considerably in the last year, averaging 3.2 out of 5. Some major issues noticed are:

Customer Service: Nearly 35% of visitor reviews complain about unhelpful or unprofessional hotel personnel.

Cleanliness: 30% of visitors reported cleaning issues, especially in toilets and communal spaces. This is worrisome for a hotel that values cleanliness (Whittington, 2020).

Effects on Business

The problems the Liverpool Inn is having have a big effect on daily activities and a number of success measures, including:

Guest Satisfaction: Guest satisfaction drops immediately impact the hotel's image. Visitors increasingly use Internet reviews to choose hotels, and negative evaluations may deter reservations (Santo, 2024).

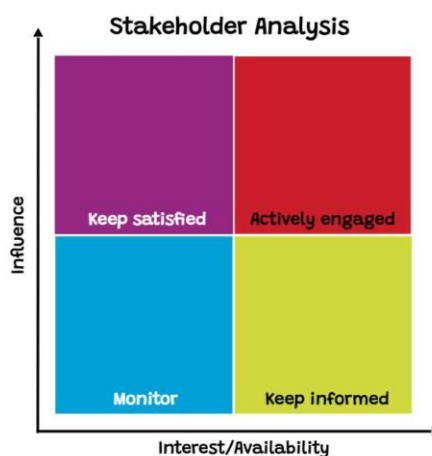
Employee Performance: Too many guest remarks and not enough training lower staff morale. Staff are stressed out trying to fulfil guest requirements without aid, which lowers morale and boosts unemployment. Employee turnover has increased by 20% in the last year, requiring additional money for recruiting and training new hires.

Operational Efficiency: The hotel struggles with customer service and housekeeping. Bottlenecks occur when room cleaning and guest requests take too long, hurting visitors and workers.

Revenue: A hotel's income depends on client satisfaction and room vacancy (Kotter, 2012).

Analysis of Stakeholders

The operating problems at the Liverpool Inn have an impact on the following groups:



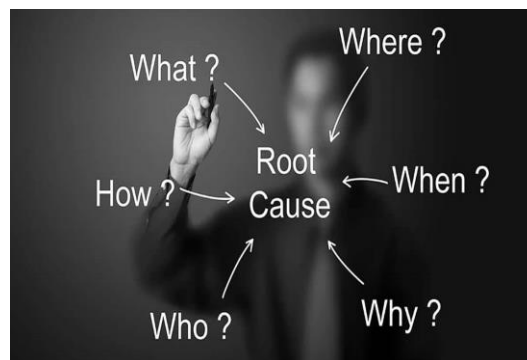
Guests: This group suffers when visitor service drops, making them dissatisfied and resulting in unfavourable ratings. Unhappy visitors may not return and may warn others to avoid the hotel (Ivanova, 2014).

Workers: Due to complaints and insufficient training, workers feel stressed. This kind of work environment may lead to burnout and job dissatisfaction, which can lead to higher turnover and impact operations.

Management: Hotel management is under pressure to satisfy visitors and improve operations. Management is struggling as the company's reputation and finances deteriorate. They must solve these issues immediately while monitoring staff satisfaction and training.

Suppliers: Fewer customers may indicate less demand for services and commodities, which might impact vendor's and suppliers' commercial connections with the hotel (Ivanova, 2014).

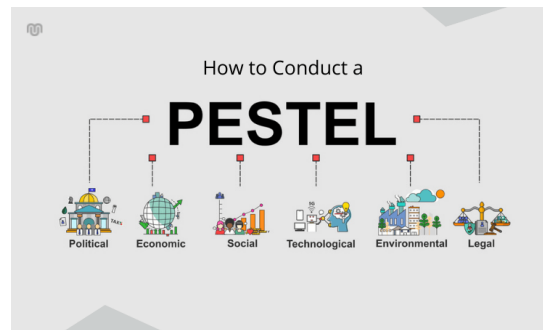
Root cause analysis: Analysis of SWOT



Strength	Weakness
• The Best Place: The hotel is in central London, so business and leisure tourists stay. This indicates high foot traffic and exposure. • Experience a boutique: Boutique hotels have their unique character and may provide a more individualised experience than larger business hotels. • Well-known brand: Because of its devoted customers, the hotel can improve its image and attract visitors (Team, 2023).	• Not dependable customer service: Due to poor staff training and service guidelines, guest satisfaction fluctuates, and the hotel's reputation suffers. • Problems with housekeeping: Reports of filthy guest rooms and communal spaces indicate outdated cleaning procedures and standards. • A lot of staff turnover: Operations and service quality suffer from excessive turnover, thus new hires and training are needed often (Gangidi, 2019).
Opportunities	Threats
• More and more people want personalised	• Strong Competition: London has many

experiences: Travelers demand unique experiences more and more. This allows the hotel to improve service. • Putting money into technology: New management, customer service, and booking technologies may improve operations and client satisfaction. • Initiatives for sustainability: Green initiatives may boost the hotel's brand and attract eco-conscious guests.	Airbnbs and larger hotel chains, making the housing market competitive. • When the economy is bad: Market changes might reduce travel and additional money. This may lower vacancy rates. • Changing What People Want: If not managed, changing service, technological, and environmental requirements might leave the hotel struggling (Team, 2023).
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Analysis of PESTLE



Political	1. Rules for Travel: Changes in government travel laws might affect hotel occupancy, particularly for foreign guests. 2. Policies on health: After the COVID-19 pandemic, health and safety regulations necessitate better cleaning and operating standards (Makos, 2024).
Economic	1. Conditions of the economy: Poor economic conditions or income fluctuations may directly impact traveller numbers and spending, which impacts hotel profitability. 2. Trends in tourism: Tourism may grow or decline due to international events or the economy, affecting attendance and revenues (Gangidi, 2019).
Social	1. Demographics Are Changing: As young and Gen Z tourists increase, service providers must adapt to their requirements. 2. What consumers want: More tourists are seeking hotels that reflect their values, such as environmental sustainability and compassion. The hotel may need to adjust its operations.
Technological	1. Improvements in technology: Hotel companies are under pressure to adopt new

	technology as mobile applications and automated services grow more popular. 2. Managing your online reviews and reputation: To keep visitors satisfied, manage your image properly on social media and review sites, which influence choices.
Legal	1. Rules for health and safety: Following local health and safety standards is crucial to avoid penalties and ensure visitor safety, which has been scrutinised since the outbreak. 2. Laws about jobs: Labour law changes may affect employee numbers and company expenses by affecting pay and working conditions.
Environmental	1. Rules for sustainability: Environmental sustainability is under increasing regulatory pressure; thus hotels must utilise eco-friendly ways, which might require major adjustments. 2. What consumers expect: Because eco-friendly hotels are more competitive, visitors are increasingly choosing them (Makos, 2024).

Literature Review and Industry Best Practices

This section examines relevant theories and models, case studies, and hospitality best practices to assist the Liverpool Inn, London address operational issues such as service quality, staff engagement, and customer happiness (Farista, 2023).

Applicable Theory

1. Herzberg's Theory of Two Factors: Herzberg's Two-Factor Theory (Motivation-Hygiene Theory) states that work satisfaction and dissatisfaction are caused by separate factors. Motivations like achievement, reward, and obligation make workers happy. However, improperly managed hygiene issues like salary, business regulations, and working environment may make workers dissatisfied. The Liverpool Inn can retain staff and improve service by improving hygienic aspects including training, working environment, and management (Nickerson et al., 2023).

2. This is Maslow's Hierarchy of Needs: People are motivated by needs from basic survival to attaining their full potential, according to Maslow's Hierarchy. Knowing employee preferences may help hotel management make choices that make staff happy. The Liverpool Inn can boost employee engagement and performance by paying enough (physiological), keeping the workplace secure, and offering job advancement (Foreman, 2018).

3. Model for Service Quality (SERVQUAL): This approach is important for the Liverpool Inn since it illustrates how to improve service. Vulito (2024) suggests utilising an organised way to assess and enhance these aspects to make visitors happier and more loyal.

4. Management of all quality issues (TQM): Organisations use TQM to improve quality and performance by making incremental adjustments in response to feedback. By applying TQM principles, the Liverpool Inn can create a culture of quality where all employees provide superior service, making visitors happier and the company more efficient (Editor, 2023)

5. Models for Engaging Employees: The Job Demand-Resources (JD-R) and Gallup Q12 models may help you understand employee motivation. The Gallup Q12 provides twelve employee participation indicators that may assist hotels like the Liverpool Inn assess their workplace. The JD-R model states that work demands without proper resources might lead to burnout. Increasing job interest may reduce unemployment and improve service quality (Editor, 2023).

Best Practices

1. Putting training programs into action: To maintain service standards, personnel must be taught regularly. Hotels should fund customer service, technology, and business management training. Training will assist the Liverpool Inn to improve service and equip personnel to fulfil visitors' demands (Elphick, 2024).

2. Using technology to make operations run more smoothly: Technology can streamline hotels and improve visitor experiences. Combining property management systems (PMS) with customer relationship management (CRM) solutions may improve staff communication and service delivery. Similar technology might boost Liverpool Inn's efficiency and visitor satisfaction.

3. Creating a Good Workplace Culture: Creating a warm and helpful environment helps retain staff. Open communication, staff feedback, and incentive programs should be the hotel's priority. The Liverpool Inn can retain employees and improve service by making the workplace happier.

4. Regularly asking guests for feedback: Regular visitor feedback may help you improve service and identify issues. A structured feedback system, such as post-stay surveys or real-time feedback tools, helps the hotel solve issues promptly and boost guest satisfaction.

5. Setting clear standards for service: Service performance may be maintained by setting clear criteria and targets. One should care about service quality by setting performance standards and goals that can be accomplished. These principles should be known by every Liverpool Inn employee and the visitors should be served the same. Some of these may help with monitoring and growth by utilizing these criteria often (Elphick, 2024).

Cost-Benefit Analysis

The cost-benefit analysis of this paper examines the amount of money Liverpool Inn London would have to spend to implement the changes suggested in this paper, which will improve the efficiency of the business, increase guest satisfaction, and enhance the happiness of employees. The costs of the proposed solutions are available next to the proceeded benefits for the hotel. It also involves an ROI analysis to find out if the proposed strategies can be funded (Koopmans & Mouter, 2020).

Direct Cost

1. Hiring and Staffing

- Costs of hiring new employees: Costs of hiring new employees: You may require more manpower to reduce job pressures which in turn can enhance service delivery. The activities such as posting jobs, interviewing and training new employees come with a price. The value of five new personnel is estimated to be £15,000.
- Pay: The average annual salary for each new employee is thought to be £25,000, which means that the annual payroll will go up by £125,000.

2. Building up and training

- Training programs for employees: Comprehensive training for new and existing employees is crucial. Customer service, problem-solving, and company management are taught. According to estimates, training sessions cost £20,000 annually.
- Training Materials and Resources: Extra resources like training materials, online classes, or paying outside teachers can cost around £5,000 a year.

3. Investing in technology

- Operational Software: New technologies can streamline booking, check-in/check-out, and guest communication. Purchasing and installing a new property management system (PMS) should cost £30,000. Include software and installation costs.
- Conversation and Mobile Check-in Tools: Adding mobile check-in systems and guest conversation tools can cost around £10,000.

4. Sales and marketing

- Marketing Campaigns: The hotel's modifications must be promoted to attract new customers. Examples include social media marketing, digital adverts, and website updates. The beginning costs are about £15,000.

Indirect Costs

1. Costs of Disruption: Changes may halt activity. Staff training and technology installations might hinder the company. During the transfer, £5,000 in revenue may be lost.
2. Time Investment: Management and workers must learn and adopt new approaches. This might disrupt corporate operations, costing £3,000 in lost productivity.

Total Estimated Costs

Item	Estimated Cost (£)
Recruitment and Onboarding	15,000
Additional Salaries	125,000
Employee Training Programs	20,000
Training Materials	5,000
Operational Software	30,000
Mobile Check-in Tools	10,000
Marketing Campaigns	15,000
Disruption Costs	5,000
Time Investment	3,000
Total Estimated Costs	£213,000

Benefits

Better satisfaction of guests: Putting the suggested changes into action should greatly improve guest happiness. The Liverpool Inn London can expect more positive reviews and higher scores on sites like Trip Advisor and Booking.com now that the service quality is better, check-in is faster, and the staff is better trained. This improvement in the image can bring in more return customers and better rental rates, both of which are important for making money (Merli et al., 2019).

More money coming in: Happy customers generate more revenue. By improving visitor experiences, the hotel may anticipate 15% higher utilisation rates in the first year. If the average room cost is £150 and 10 additional rooms are full each night, the hotel earns £547,500 more per year.

Better reputation for the brand: In the challenging hotel industry, brand image is crucial. Liverpool Inn London may attract London visitors by investing in training, technology, and promotion. This enhanced image attracts new customers and enhances word-of-mouth, which boosts use and revenue.

Keeping employees and getting them involved: Hotel dropout rates may be reduced by training and participation initiatives that boost staff contentment and confidence. The hotel may save £5,000 per employee on recruiting and training by reducing employee attrition. The hotel will save £25,000 a year by keeping five engaged staff (Bella, 2024).

Recommendations and Change Management

After a thorough study of the problems that the Liverpool Inn London is having, it is clear that the hotel needs an organised and all-encompassing plan to fix the problems. The main problems that these suggestions are meant to fix are unhappy employees, inefficient processes, and falling guest happiness. By using these tactics, the hotel can boost performance, create a good work environment, and make the whole experience for guests better. Change management techniques are needed to make sure that these suggestions are carried out smoothly (Prashantvyr, 2024) and that they are put into action correctly. Here are the suggestions:

Recommendations

Recommendation 1: Structured incentive programs can help get employees more involved in their work.

Reasons and steps for implementation

- Objective: Low drive and few chances for growth were found to be the main reasons why employees were unhappy. Adding organised reward programs will boost mood and get people more involved in solving this problem (Zhenjing et al., 2022).

Proposed Actions

- Make it clear how employees can move up in the company. Workers are more motivated when they can see a future with the company. Liverpool Inn should set up clear, organised job tracks for all of its workers, including programs for leadership growth, raises, and moves between levels.
- Incentives: Give incentives, both monetary and non-monetary, like employee of the month, bonus programs for great work, and professional growth classes paid for by the company.

Implementation Plan

- Time frame: 0 to 3 months
 - Month 1: Poll workers and hold focus groups to find out what kinds of benefits they want.
 - Month 2: Plan the format of the reward program and make sure it fits with the goals of the hotel.
 - Month 3: Start the reward program with an internal marketing effort to make sure everyone is on board.

Costs

- Tools and training courses for career development: £5,000 a year.
- A monthly bonus program for employees who do a great job: £2,500 per month.

Change Management Strategy

- Discuss the benefits: stress how these rewards help both the workers and the hotel. Meetings, emails, and one-on-one talks will help people be more open with each other.
- Employee Involvement: Employees should be involved in the planning and delivery steps to ensure the program meets their needs and fosters ownership (Kirvan, 2023).

Measuring Success

- KPIs: Use regular feedback polls to keep track of how happy your employees are. To figure out how the reward programs will affect things in the long run, keep an eye on things like absence, loss, and production.
- Milestone Review: Check the reward program's success every three months and make changes as needed based on comments and performance data (Eanito, 2024).

Recommendation 2: Improve technology to make operations run more smoothly.

Reasons and steps for implementation

- Objectives: Upgrade the hotel's Property Management System (PMS) to make check-ins, bills, and contact between departments easier (Llc, 2024) and fix business errors.

Proposed Actions

- Upgrade to a Cloud-Based PMS: Right now, Liverpool Inn is using old technology that slows down and messes up customer service. By getting a more up-to-date PMS, many boring routine chores can be done automatically, freeing up employees to do more customer-facing work.
- Mobile Solutions for Guest Services: Allow guests to check in and out using their phones and add smart room management tools to speed up operations and make the guest experience better.

Implementation Plan

- Time frame: 3 to 6 months
 - Month 1: Find providers and rate the technology options they offer.
 - Month 2: Get a good cloud-based project management system (PMS) and set it up.
 - Months 3 through 6: Teach employees how to use the new system and start using it.

Costs

- The first program costs £15,000
- Upkeep and repairs once a year: £2,500
- Teaching staff how to use technology: £3,000.

Strategy for Managing Change

- Training Programs: To make sure the switch to new technology goes smoothly, it's important that all staff members get thorough training. To get people used to the new method, hold classes and one-on-one training meetings.
- Support Channels: For the first three months after introduction, set up a specialised IT support team to help staff with any problems.

Measuring Success

- KPIs: shorter check-in times, fewer payment mistakes, and higher scores from guests about how satisfied they are with speed and ease of use.
- Regular Performance Monitoring: Get comments from staff and guests on a regular basis to find out how well the system works and how easy it is to use (Eanito, 2024).

Recommendation 3: Make the experience of your guests better by offering personalised services.

Reasons and steps for implementation

- Objectives: The hotel should focus on giving each guest more personalised services to meet their specific needs in order to improve their falling guest's happiness. According to Talsma and

Naidoo (2023), personalised services are important for the long-term success of a hotel because they encourage customer trust and good reviews.

Proposed Actions

- Collecting Customer Data: Use the new PMS to get information about what types of rooms, restaurants, and requests guests make most often. Use this data to give them personalised services during their stay.
- Loyalty programs: Start a loyalty program that gives special benefits to people who stay at your hotel again and again, like better rooms, cheaper meals, or early check-ins.

Implementation Plan

- Time frame: 4 to 6 months
 - Month 1: Make a way to gather information about guests.
 - Months 2–4: Teach staff how to use information about guests to provide personalised services.
 - Month 4: In the fourth month, start the reward program.

Costs

- Tools for managing guest preferences: £3,000.
- Marketing and awards for a loyalty program: £1,500 every three months.

Strategy for Managing Change

- Training those focusses on the guest: teach staff to understand and follow guests' requests. Make sure that people who work directly with guests know how to use customer data to improve their experiences.
- Pilot Program: Before going live with the whole thing, start with a pilot program for a small group of loyal customers and get their feedback.

Measuring Success

- Key performance indicators (KPIs): More satisfied guests, return bookings, and good reviews online.
- Success Evaluation: Conduct bi-annual reviews of guest comments and loyalty program participation to fine-tune the offers (Acheson & Ning, 2024).

Change Management

Step 1: Get ready for things to change

To make sure that staff and partners are on board with the new plans and are happy with the changeover process, it is important to have good change management. The first step is to get everyone in the organisation ready for the suggested changes by making the goals and benefits of each action very clear.

- **Leadership:** Liverpool Inn's management team needs to lead the change efforts and show the staff how to do things right. This makes sure that everyone in the organisation understands how important the changes are.
- **Clear Communication:** Resistance will be lower if everyone knows about the changes when they will happen, and how they will help workers and guests. As Talsma and Naidoo (2023) say, keep your team aware and involved by meeting with them regularly.

Step 2: Help and training

How well the staff is trained and helped during the shift is very important to the success of these changes.

- **Structured Training Sessions:** All workers should go through structured training sessions for both the IT update and the personalisation of customer service. This will make them more likely to use new methods, which will improve the level of service generally.
- **Ongoing Support:** To make sure that things keep getting better, give your workers ongoing support through coaching, training, and feedback routes.

Step 3: Look over and give feedback

The process for making changes should be looked at often, and both workers and guests should be asked for their opinions to find ways to make things better.

- **Setting up feedback loops** so workers and guests can share their thoughts on the new plans is important.
- **Performance Audits:** Do audits every three months to compare performance to the KPIs and find places where more work needs to be done (Talsma & Naidoo, 2023).

Measuring Success

A strict review method should be set up to make sure that the ideas are having the desired effect.

KPIs, or Key Performance Indicators

- Employee change: Lower change rates will mean that people are happier with their jobs and are more engaged in them.
- Satisfied guests: Good reviews, comments, and a high Net Promoter Score (NPS) will show that the guests had a better experience.
- Operational Efficiency: Keeping track of operational measures like check-in times, mistake rates, and service delivery times will show how well the new technologies are working.

Timeline for evaluation

- Monthly Reviews: To see how the changes are working right away, look at staff success and guest satisfaction numbers every month.
- Quarterly Audits: Every quarter, analyse the general success of the hotel in terms of financial measures, customer loyalty, and operating effectiveness (Talsma & Naidoo, 2023).

Possible Solutions

To fix the problems found at the Liverpool Inn, this part suggests a focused set of strategic solutions that will get to the bottom of why employees are unhappy, operations are inefficient, and service quality isn't always the same. Each answer has a clear reason for being, a plan for how to apply it, and risk management methods to make sure it is carried out well (Burnes, 2014).

Solution 1: A full training program for employees

Objective: Targeted training should improve employees' skills and boost happiness.

Rationale: Training employees directly addresses low mood and inconsistent service. When employees are well-trained and sure of their jobs, they can give better service, which makes customers happier and makes the business run more smoothly (Burnes, 2014).

Proposed Actions

- Do a Training Needs Assessment. Use interviews and polls to find out exactly what training is needed.
- Make and use training modules: Make training programs that focus on important topics like dealing with customers, following company rules, and resolving conflicts.

Solution 2: Using technology to make operations run more smoothly

Objective: Use technology to streamline processes and make the guest experience better.

Rationale: Modern technology can greatly cut down on waste, help employees talk to each other better, and improve the overall experience for guests. By getting a full property management system (PMS), the hotel will be able to handle many tasks, which will cut down on mistakes and boost output.

Proposed Actions

- Get a modern PMS: Spend money on a cloud-based PMS that combines bookings, bills, and staff contact, among other hotel functions.
- Implement Mobile Solutions: Introduce mobile check-in and check-out choices to improve comfort for guests and reduce front desk crowding (Gaw, 2024).

Action plan

Based on the suggested answers, here is what they should do for Liverpool Inn London:

Number	Problem	Solution	Desired Outcome	Time Scale	Completion Date	Planned Budget
1	Low involvement leads to workforce turnover.	Run a robust staff engagement programme including feedback and rewards.	Greater employee happiness, retention, and morale.	Month: 4	February 2024	£1,500 per quarter
2	Guest booking system outdated.	Use a contemporary cloud-based PMS with online check-in.	Enhanced client experience, operational efficiency, and check-in speed	Month: 6	April 2024	£18,000 upfront, £3,000 annually
3	Guest complaints and satisfaction decline	Data analytics may personalise guest services to preferences.	Guest loyalty, contentment, and favourable reviews increased.	3-6 month	April 2024	£5,000 annually

4	Unclear guest loyalty programme	Implement a tier-based guest loyalty program with special rewards for returning customers.	More repeat business, brand loyalty, and occupancy.	Month: 4	March 2024	£2,500 per quarter
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This action plan gives Liverpool Inn London a clear breakdown of the issues, suggested solutions, anticipated results, timelines, and prices involved, which helps the hotel carry out the plans more effectively.

Managing Risks

Possible Risks

1. Reluctance to Change: Employees may not want to go through new training or use new technology because they are afraid of getting more work or tasks.
2. Implementation Delays: The merging of new technology might take longer than planned, possibly affecting hotel operations during the shift (Gawing, 2024).

Strategies for Reduction

1. Good Communication: Ensure that the workforce is aware of the advantageous aspects of the adjustments that have been recommended, with a particular emphasis on how these changes would improve the working environment as well as the relationships with the visitors. The engagement of employees in the planning process is another way to help get people on board with the strategy.
2. Phased Implementation: Make the changes gradually to cause as little trouble as possible. Make sure your staff is ready for the new systems by teaching them first (Abisko, 2023) before putting them into use.

Conclusion

In conclusion, this consulting report has gone into great detail about the problems Liverpool Inn London is currently having, with a main focus on finding ways to get employees more involved, make the guest experience better, and make the business run more efficiently. The main reasons for these problems were found through a thorough investigation. It showed that low mood among employees, old technology, and a lack of personalised services were major factors in poor performance and low customer happiness.

Analysing the SWOT and PESTLE areas allowed me to recognize what was going on inside the hotel and what was happening outside that impacted its performance. It has seen its employees who are not motivated or eager enough; it has been a centre for high turnover, negative service delivery, and low productivity. Increased competition in the hospitality business, altered expectations from guests, and faster advancement in technology have made things even more challenging forcing more pressure on the hotel to change and address new challenges in the market.

In this study, there are several strategy suggestions envisaged to address these main problems. These include; ensuring greater than a hundred per cent employee engagement, enhancing the property management system (PMS), and indeed each individual guest, treatment. The underlying purpose of these solutions is that employees should be satisfied; operations should be efficient; and guests must have the best experience. That, in turn, will allow Liverpool Inn London retain its employees, retain its guests, increase its revenues, and develop a more powerful brand image altogether.

There is need to have an organised manner of managing change in order to ensure that these suggestions are done effectively. With the aide of Kotter's 8-Step Change Model, the hotel can help the staff to get through this change. This will get rid of working against change and develop a positive working environment. These changes should not affect the hotel much if they have training programs, supplemented by communication plans, and leaders who are always engaged. This will help to ensure that all the workers accept new direction that is required in the organization. Using quantity measurements, it is possible to identify specific quantitative KPIs which include degree of employee participation, the number of contented guests, and the increase in revenue. In this way, success at the hotel will be easily monitored and adjusted as necessary; the suggested tactics will result in sustainable benefits. The adjustments on the proposed transformation costs have taken into consideration the long-term return on investments as well as the capabilities of the hotel to finance it. Last but not the least, the researchers would like to thank Liverpool Inn London for the opportunity to collaborate on this project. We were able to give individual recommendations that can enable the hotel to grow and be fruitful in the future based on the information that we gathered during this lesson. We know that realising these plans will improve operations – and guests' encounters – for the better over the long term. We are eager to have the cooperation with you again and contribute our efforts to the development of the hotel. I appreciate it for having been trusted with this important task.

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