



SERVICES

Maximise the potential of  
your hospitality business.

Whatever your size. Wherever you are.

**cogentblue**

[cogentblue.co.uk](https://cogentblue.co.uk)

# Commercial Consultancy



## Commercial performance review

We help you and your teams leverage your technology to improve business performance. Identify solutions, implement system upgrades and integrate new technology, or complete a full technology ecosystem review.

Having confidence in your business strategy empowers you to adapt quickly and easily to meet the changing needs of your customers.

Our experts can come alongside you and your team to identify the key factors that are driving commercial performance,

and develop strategies to increase both top and bottom line growth.

We provide support for all commercial functions – including revenue management, distribution, sales, digital and brand marketing, meetings and events.

Our objective, data-based review process allows us to deliver prioritised recommendations tailored to your business needs, with a practical implementation roadmap.



### OUR REVIEW INCLUDES:

- Detailed business process mapping
- Market pricing evaluation
- Customer journey assessment and 'voice of the customer' feedback
- KPI trend analysis
- Organisational fitness review
- Commercial technology ecosystem assessment and review

## Hospitality Technology Support

Optimise your technology ecosystem with trusted independent expertise and implementation

Technology is a game-changer, but can also be a show-stopper if you get stuck with systems that don't keep pace with your ambition

From our vendor-agnostic position, we objectively review your commercial systems and make recommendations for

their optimisation. We then help you and your teams understand your technology and how to leverage it to improve business performance.

From property management to finance, central reservations to revenue management, we can identify solutions, implement system upgrades and integrate new technology, or complete a full technology ecosystem review.



### WE PROVIDE:

- Technology ecosystem review, systems mapping and gap analysis
- Vendor discovery, engagement and selection process
- Due diligence for hotel acquisitions, mergers and transitions
- Project management
- Configuration and system build support

## SERVICES

# Project Management



### 3 MONTHS +

## The Full Service

We'll work with your in-house teams to provide end-to-end project management and governance for a single or multiple interlinked projects. We manage the project for you, from end-to-end. We'll also set up bespoke alerts for your team, and provide unlimited support with your project plan development.

#### Create a standard set of hospitality project templates:

- ✓ Project plan
- ✓ Risk & decisions log
- ✓ Action log
- ✓ Contact list
- ✓ Unlimited additional documents

#### Build a dashboard and project reports:

- ✓ Project dashboard
- ✓ Milestone report
- ✓ High priority risk report
- ✓ Tasks overdue report
- ✓ Unlimited bespoke reports
- ✓ Up to 3 additional dashboards

#### A dedicated project management office with project management and project governance roles, including:

- ✓ Project team meetings
- ✓ Project governance meetings with risk review
- ✓ Project workstream updates
- ✓ Input from subject matter experts

### 3 - 4 MONTHS

## Set up & Coaching

We'll set up your project and help you get started, plus stay around to coach you and your team through your first 3 months of project management. You manage the project with our support and coaching. We'll also set up bespoke alerts for your project manager, and provide 3 days of project plan development support.

#### Create a standard set of hospitality project templates:

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- ✓ Action log
- ✓ Contact list

#### Build a dashboard and project reports:

- ✓ Project dashboard
- ✓ Milestone report
- ✓ High priority risk report
- ✓ Tasks overdue report
- ✓ Up to 3 additional reports

#### Weekly video catch-ups:

- ✓ 1 hour per week for 3 months
- ✓ Project management Q&A
- ✓ Troubleshooting
- ✓ Risk management
- ✓ Technical support

2 - 4 WEEKS

## Set up & Support

We'll set up your project and work with you to get the first draft of your plan outlined, ready for you to hit the ground running. You manage the project and we help you get started. We'll also set up bespoke alerts for your project manager, and provide 3 days of project plan development support.

### Create a standard set of hospitality project templates:

- ✓ Project plan
- ✓ Risk & decisions log
- ✓ Action log
- ✓ Contact list

### Build a dashboard and project reports:

- ✓ Project dashboard
- ✓ Milestone report
- ✓ High priority risk report
- ✓ Tasks overdue report

[More information on project hosting & migration](#)



*“It’s clear that the Cogent Blue team’s knowledge and professional understanding contributed to the smooth transition of each site, showing it’s more than just the generic project-management that counts.”*

— KYM KAPADIA, CHIEF COMMERCIAL OFFICER,  
HOTELS; APRIROSE REAL ESTATE INVESTMENT



# Commercially savvy solutions for your business



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- Vendor discovery, engagement and selection process
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- Project management for implementation
- Configuration and system build support

## Interim Support

Our team of experts provide support to cover temporary vacancies, run short-term projects or provide specific skills – wherever and whenever you need it most.

### WE PROVIDE:

- Expert cover for business-critical vacancies
- Specialist technical skills and expertise
- Side-by-side coaching of existing employees to improve performance
- Recruitment support

## People Resources

With our in-depth knowledge of the hospitality industry and an ever-growing network of excellent candidates, we help you attract and recruit the best people to advance your business.

### WE PROVIDE:

- Candidate advice and introductions
- Recruitment support, from CV screening to interviewing
- Assessment centre preparation and facilitation
- Coaching and mentoring

## Tailored Training

Our industry experts create bespoke workshops to tackle the specific commercial or competence challenges your business is facing and equip your people to excel in the workplace.

### WE PROVIDE:

- One-off training courses or an academy-style series
- Business process and organisation redesign workshops
- A mix of information sharing and active involvement
- An open environment for all stakeholder groups

cogentblue

CONTACT

Let's find the solutions  
for your business.

Shona Whitehead, Managing Partner

[shona@cogentblue.co.uk](mailto:shona@cogentblue.co.uk)

+44 7854 987 578

