



## Interim Support that makes a lasting impact on your business.

Managing changing resource pressures is essential to mitigate commercial risk and optimise business opportunities.

Experienced support to cover short-term vacancies or specific projects and skills that could help your business where and when you need it:

- Expert cover for business-critical vacancies
- Fill a specialist technical skills gap
- Drive top line results, at pace, following acquisition
- Boost performance with an injection of revenue management, sales or marketing expertise during challenging trading conditions
- Side-by-side coaching of existing employees to improve performance
- Recruitment support to find the right permanent resources

Interim Support from Cogent Blue offers access to a flexible team of professionals across a variety of contract durations, locations and working patterns.

Whether you are looking for people or project cover, we slot seamlessly into your existing working structures to bring your business our:

**Experience** – in global hospitality and travel. Up to speed and able to engage with key stakeholders.

**Expertise** – with proven delivery. Adept at picking up key activities, at pace.

**Knowledge** – across a breadth of industry standard systems and tools.

**Delivery** – against an agreed set of measurable results. Self-motivated and self-managing.

**Network** – within the industry. We gather valuable business information and advice.

**“It’s help that’s come in all sorts of ways whether facilitating strategic thinking, deepdive reporting, detailed analysis of our business, process diagnostics, coaching, mentoring, interim support... the list goes on..”**

John Jennett  
Managing Director –  
Crieff Hydro  
Family of Hotels

In need of Interim Support from the 360° solution specialists?  
Call **+44 7854 987 578** or email **Shona@cogentblue.co.uk**

# Day-to-day continuity or complete project delivery from a specialist team.



## Interim Head of Revenue and Interim Cluster Revenue Manager

### Client

Crieff Hydro Family of Hotels

### Location

Scotland

### Size

7 hotels, 627 rooms including 55 self-catering cottages

### Duration

5 months, 4 days per week

### Logistics

HOR on-site 4 days per week  
CRM on-site one week each month and working remotely

**Immediate, critical cover to stabilise revenue management over a peak period and beyond.**

### The business challenge

Two unexpected critical revenue management vacancies, at the start of the peak summer period required immediate cover to lead the Revenue Management Team. From developing revenue strategy to daily tactics, forecasting and reporting. The roles also provided continuity working on joint projects with the wider Commercial Team and hotel GMs, to drive top line performance.

### Our Interim Revenue Management delivered:

- Budgeted revenues for contract duration
- Portfolio commercial plan & pricing strategy
- Portfolio rooms revenue budget
- Recruitment and on-boarding of a permanent resource

**"It's help that's come in all sorts of ways whether facilitating strategic thinking, deep-dive reporting, detailed analysis of our business, process diagnostics, coaching, mentoring, interim support... the list goes on"**

John Jennett  
Managing Director –  
Crieff Hydro Family  
of Hotels



## Interim implementation of a centralised sales and marketing cluster

### Client

EQ Hotels Group

### Location

Paris

### Size

4 hotels, 574 rooms

### Duration

3 months, 3 days per week

### Logistics

Weekly on-site in Paris and remotely from the UK

**Making the process easier with sales and systems expertise from one specialist.**

### The business challenge

Following acquisition of a portfolio of Paris hotels, support for the Sales teams to transition from individual properties into a cluster sales office was needed. Analysis of current, reactive and proactive sales processes drove the development of brand-agnostic SOPs and sales tools suitable for a cluster environment.

### Our Interim Sales Specialist delivered:

- SOPs developed to completion with on-site training: Sales force standards; MICE enquiry process; MICE Rate Matrix; Appointment Quality measurement
- Creation of two brand-agnostic sales tool frameworks: Wish Want Walk; Account Management Tool
- Cluster relocation plan for incoming Director of Sales and Marketing
- Training materials, handed over to DOSM for future new starters

**"Cogent Blue's technical skills in the commercial field coupled with their robust project management practices were instrumental in delivering a successful project. [They] demonstrated commitment, responsiveness and professionalism throughout the process and we would not hesitate to work with Cogent Blue on future projects."**

Bastien Anouil  
Vice President Operations  
– EQ Group

In need of Interim Support from the 360° solution specialists?  
Call **+44 7854 987 578** or email **Shona@cogentblue.co.uk**



## Interim Revenue Director

### Client

Bauer Palazzo Portfolio

### Location

Venice

### Size

4 locations, 280 rooms on different islands in Venice

### Duration

12 months, 3 days per week

### Logistics

Alternating weeks on-site in Venice and remotely from the UK

## Specialist executive experience to set-up a sustainable, gold standard, approach to revenue optimisation.

### The business challenge

A senior-level revenue management resource with Venice market experience was required to work effectively with an existing local team to deploy systems and processes in a best practice revenue management approach. To ensure sustainability a cultural shift was required, supported with coaching, to hand day-to-day revenue management over at the end of the contract.

### Our Interim Revenue Director delivered:

- Set-up of a structured Revenue Management approach
- Implementation of forecasting process, regular business reporting and Commercial Strategy Meetings
- Restructure of retail pricing
- Introduction of a commercial culture, ensuring inter-departmental collaboration through meetings, shared goals and targets.
- Optimising the commercial systems landscape including:
  - Migrating CRS platform from Trust to SynXis
  - Integration of PMS into CRS and IDEaS RMS
  - New daily revenue management processes technology

"A year or two can pass when we are not working together, but when we are back in touch Cogent Blue are always highly responsive and we pick up where we left off. It is reassuring to then have that consistent indepth expertise to call on like an old friend."

John Brennan  
Client – Bauer Palazzo Portfolio

Call-on our in-house experts bring their extensive local and international knowledge and proven experience to your business, whenever and whenever you need it.

Call **+44 7854 987 578** or email **Shona@cogentblue.co.uk**



In need of Interim Support from the 360° solution specialists?  
Call **+44 7854 987 578** or email **Shona@cogentblue.co.uk**