Bespoke Hotels:
Improving profitability and employee satisfaction

We recently caught up with **Thomas Greenall, CEO at Bespoke Hotels,** about the challenges the hotel industry is facing. Thomas shared his strategy to create more efficiency and improve employee satisfaction.

UK-wide hotel operation

Since we manage about 50 hotels of varying shapes and sizes UK-wide, it is important for us to keep an eye on the bottom line. In total, we manage around 5,000 employees, which is tough to do with Excel or pen and paper. This is sadly very prevalent in the hospitality industry.

I was actively looking for a solution like Planday in order to solve some of our communication and budgeting issues, since a lot of the big hospitality solutions were not meeting our needs - they were too clunky or not user-friendly enough. Planday was recommended to us by an industry colleague in London, a restaurant called Randall & Aubin, so I thought 'why not give it a go?'

Tracking time and attendance

For our Victory House location, as an example, we were after a time and attendance tool due to the size of the operation - the hotel part alone consists

of 86 bedrooms that need looking after. Since we've implemented Planday, it's gone fantastically, and has inspired us to scale the system out to another location, One Leicester Square.

What I really appreciate is the Punch Clock feature, which we have set up using the geolocation feature. The staff can simply clock in and out with their smartphone, making life easier for everyone.

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> **Thomas Greenall**
> CEO, Beposke Hotels

Payroll visibility and cutting admin time

At our White Horse location, we use Planday to solve a very real business problem for us— payroll costs. As anyone in hospitality knows, payroll is always the highest cost and we need to keep an eye on it closely to stay profitable. We have a lot of casual staff, so we need to give them a good experience while controlling the cost of labour.

We look to Planday to help us cut down on admin time and cost through automation. Currently, our HR manager spends about 5 hours weekly on rota creation, and with Planday in place he can do it in a few clicks within minutes. We need to move with the times – using Excel and printouts no longer cuts it!

Business challenges in rising costs and efficiency

A big problem for us is rising costs and expense inflation, of which rising payroll costs is a significant portion. We cannot pay people more while they become less efficient, so we look to improving training as a way of improving efficiency and staff engagement.

We simply want to empower people to become better at their job, while also becoming more efficient. Finding good staff is increasingly difficult, so we want to give them as high quality training as possible to motivate them to be efficient and stay with us long term.