



SUPERWORKERTM

HOSPITALITY

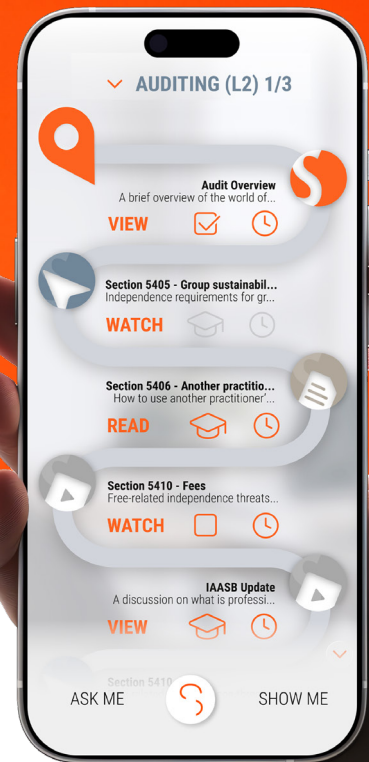
WHY YOUR PEOPLE, NOT YOUR AI REVENUE
TOOLS, DECIDE WHAT HOSPITALITY'S 2026
NPS AND REVENUE TARGETS ARE WORTH.

YOUR WORLD

Brand-standard consistency in property operations

Guest NPS does not reflect training delivered. It reflects what happens in every shift. Your **brand handbook is strong**. Your training programme lands well. But in the rush of service, **consistency drops** property to property, and shift to shift. A guest stays at two properties under the same flag and has two different experiences. Your NPS moves because of **those moments**, not because of the handbook.

One property can fix this in weeks. A group holding dozens cannot, because there is no single place to say what consistency actually looks like. **The brand experience is recoverable**. It lives in **shifts**, not in handbooks.



Revenue-management AI adoption and decision quality

You have bought revenue-management AI. Your revenue managers see the recommendations. They do not follow them the way the model intends. **Dynamic pricing, length-of-stay optimisation, demand forecasting**. The tools work if people trust them and act on them. Most revenue managers operate around the AI, not through it. They check the model, then override. **They default to what they know**. The seat licence is paid. The capability lift and the revenue lift sit locked in the tool.

The pricing lift is recoverable. The model is fine. **Revenue managers need coaching, not training**.

Frontline-to-management progression in a labour-short market

Your assistant managers are becoming general managers faster than you planned. The pipeline is tighter. **The capability gap is real and visible**. A new GM has operational knowledge but lacks the strategic and people skills the role demands. You cannot slow the promotion without losing people. You can accelerate the capability. **The path is shorter than you think**. GMs can still form. It just requires coaching that meets them where they are, at scale.

GMs can still form. The path is shorter than you think, **with the right coaching**.



Multi-flag and franchise capability variance

Your group owns some properties outright. You manage others. You franchise others. Each operational model has its **own baseline, its own capability depth, its own constraints**. The flag rolls out one standard. Each entity absorbs it differently. The franchise owner does not have the labour pool you have. The managed property does not have the investment freedom the franchisee does. What connects them is not another standard. It is one definition of brand, applied locally.

What connects the flags is not another standard. **It is one definition of brand, applied locally**.



WHERE SUPERWORKER PAYS FOR ITSELF

You do not need another platform. We sit on top of what you already have. We pay for ourselves by making the budget you have already approved go further. There are three places that is true.

We refocus your L&D budget. Same envelope. Different vendor mix. Less classroom and content licence. More activation and measurement. The line item is the same. What you bill against it is different.

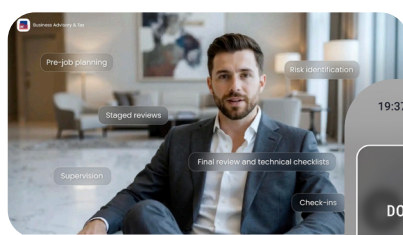
We replace the slowest part of your brand and operations activation. The brand training manuals. The owner-roadshows that do not reach the front desk. The standards binders that sit in the back office. Replaced with a four-week working rhythm in the shift itself. This bills against your operations budget, not against L&D.

We unlock the value of the AI tools you have already deployed. You hold seat licences for revenue-management AI, guest-experience AI and operations platforms. Every percentage point of operator competence lift is real revenue and NPS the CFO can model. The systems are paid. We help your people actually use them.

Brand-standard consistency

One Builder setup for brand practice across properties. Companion delivers shift-by-shift coaching in property operations. You see which shifts are holding the standard and which are not.

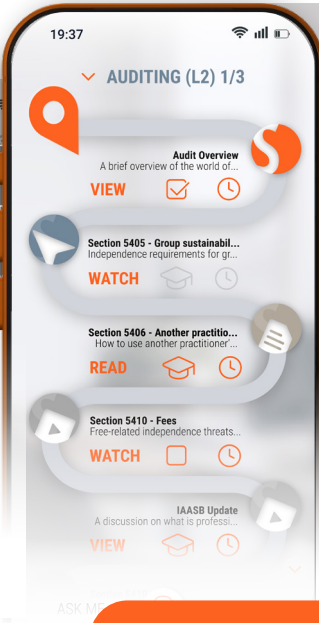
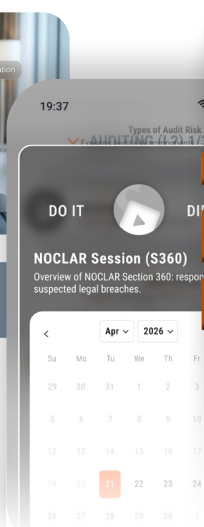
HOW THIS WORKS FOR EACH ONE



Multi-flag and franchise

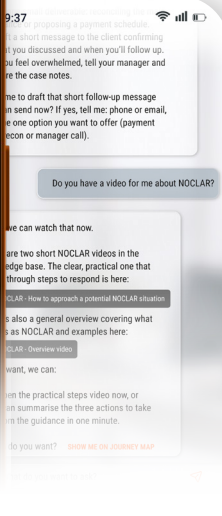
Builder defines flag-level baseline. Companion adapts to managed, franchised and owned context without rebuild.

One system, local application.



Revenue-management AI

Companion coaches your revenue manager while they work with the AI tool. The Reporting layer ties decision quality to revenue outcomes, so the CFO can see what the adoption is worth.



Frontline-to-management progression

Builder defines GM-track capability stages. Companion accelerates assistant-to-GM development. Reporting feeds promotion decisions with evidence of growth.

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LET'S TALK

If any of these four match your group, your CEO on brand strategy, your COO on property operations, your Chief Commercial on revenue management, your owner-operators on capability variance, and your CHRO on labour pipeline are already asking the same question.

We work with Advisory Partners across South Africa, Australia, the Middle East and the United Kingdom. We will match you to the right partner for your region and your property group.

W&L HUMAN CAPITAL

EQUATE

TALEXUS

CAN!DO

FLOURISH COUNSELLING



DGE Recruit
TALENT, NETWORK, VALUE

GENSAFE AI

blackslope



Book a meeting

We will show you what your operations and commercial team would walk in with next quarter.

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LET'S TALK

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