



Streamlining Event Operations & Tip Management for a US-Based Hospitality Business

Service Area Alignment

- ✓ Optimizing Manual Work & Repetitive Tasks
 - ✓ Fixing Unstructured or Poorly Documented Processes
 - ✓ Improving Operational Governance & Visibility
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Client Overview

A small hospitality business in the US hosted **weekly events, weddings, and overnight stays**, but was struggling with **disjointed operations, manual errors, and time-sensitive payouts**. With various tools in use and no centralized view of operations, the business lacked the agility to manage customer engagement, event logistics, staff payouts, and compliance—especially around **tip distribution and minimum wage reconciliation**.

Rashmi from PPS Consulting led the transformation, bringing structure, visibility, and automation to core processes while ensuring that tools and teams were fully aligned.

Challenges

- **Disjointed Tool Usage** – Tools like Eventbrite, WeTravel, CloudBeds, Sling, and Asana were used, but not integrated or optimized.
 - **Manual Tip Calculations** – Tip payouts and minimum wage reconciliation were handled manually—prone to errors, delays, and disputes.
 - **Customer Engagement Gaps** – Inquiries, follow-ups, and lost/found tracking lacked consistency and timely action.
 - **No Process Standardization** – Frequent weekly events required repeatable workflows, which didn't exist across teams.
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Our Approach & Solution

Step 1: Customer Engagement Workflow Design

- Created a structured workflow to handle:
 - Initial inquiries and bookings
 - Event-day support and post-event follow-ups (e.g., pending credits, lost/found)
- Ensured customer communication was timely, complete, and tracked.

Step 2: Back Office Operations Optimization

- Mapped how various tools were used (WeTravel, CloudBeds, Eventbrite) and designed a **standardized process** to:
 - Keep reservation records up to date
 - Track changes, cancellations, and special requests
 - Generate weekly reports for on-ground staff ahead of each event
- Improved coordination between platforms and teams to ensure **event readiness**.



Step 3: Team Shift Management & Ops Coordination

- Used **Sling for staff shift planning** and implemented check-in reminders.
- Leveraged **Asana for pre-event, execution-day, and post-event workflows**, ensuring repeatable operations.

Step 4: Tip Calculation Automation & Financial Reporting

- Designed a comprehensive, formula-driven Excel sheet that consolidated:
 - Staff roles, hours worked, base wages
 - Tip inflows (cash/Venmo), tip share across departments (FOH/BOH/Kitchen)
 - Compliance with minimum agreed wage thresholds
- The tool was **error-proof**, flagging duplication, inconsistencies, and missing data—reducing payout errors and manual effort.

Step 5: Process Documentation & Training

- Created **SOPs** for each revised process, including tip calculation, shift tracking, and event workflows.
- Trained business owners and part-time team leads to ensure **smooth handover and adoption**.
- Identified underutilized features in existing tools and **leveraged them to optimize workflows**.

Results & Impact

- ✓ **Customer follow-ups became structured and timely**, improving satisfaction and reducing dropped communications.
- ✓ **Staff coordination improved significantly**, with centralized check-ins and task tracking.
- ✓ **Tip calculation accuracy increased dramatically**, ensuring fair and compliant payouts.
- ✓ **Weekly event operations ran smoother**, with leadership gaining control over high-speed, repeatable execution.
- ★ **5-star client feedback**, and extended invitation for future work.

Client Feedback (Implied Impact from Success)

"Nothing slipped through the cracks anymore—customers were followed up, staff was organized, and our payout process finally made sense. Rashmi brought the structure and calm our fast-paced events needed."

Final Takeaways

- ✓ Even small hospitality businesses can benefit greatly from **structured, tool-driven processes**.
- ✓ Manual processes like **tip distribution** can be **automated and error-proofed**, ensuring compliance and fairness.
- ✓ **Back-to-back operations demand standardization**—and that's where SOPs and smart tools win.

About PPS Consulting

PPS Consulting helps fast-paced businesses simplify complexity through **process design, tool**



optimization, and operational leadership. *We deliver clarity and structure—whether you run global operations or weekly events.*

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