

THE REVEL COLLECTIVE STORY: TRANSFORMATION IN TEAMS & TECH

[Business](#) | [Economy](#) | [Technology of Business](#) | [AI Business](#)

Half of UK job losses in hospitality, say bosses



Faarea Masud

BBC Business reporter

25 August 2025 ·  241 Comments

Leaders in the hospitality industry have said that more than half of the UK's job losses since the last budget have come from their sector.

Budget cost hikes drive 79% of hospitality firms to raise prices – trade bodies

Industry bosses warned that firms across the UK are being squeezed by 'unsustainable' taxes.

By *Megan Carnegie* 22nd September 2022

A complex combination of outside pressures and information overload is driving young people to snub alcohol, far more than generations before them.

Rail and tube strikes have been estimated to have cost the UK hospitality sector £4bn since 2022 as operators prepare for more industrial action later this month.

THE REVEL COLLECTIVE



REVOLUTION *Revolución de Cuba* FOUNDRERS & CO. 

THE REVEL COLLECTIVE PLC

A leading operator of premium bars & pubs

Offering a well diversified portfolio of brands across bars and pubs with Revolution, Revolución de Cuba, Peach Pubs and Founders & Co.

Financial Year Ending June 2024

£149.5m net turnover

£22m net pre-booked revenue



Generated by an in-house, location-based sales team.

39 Site Sales Managers

42 Site Sales Executives

WHERE WE ARE NOW

15 Hub

**Business Development
Managers**

16 FTE

**Remote
Central
Support Team
Members**

2 Field-

**Based
Senior
Function
Managers**

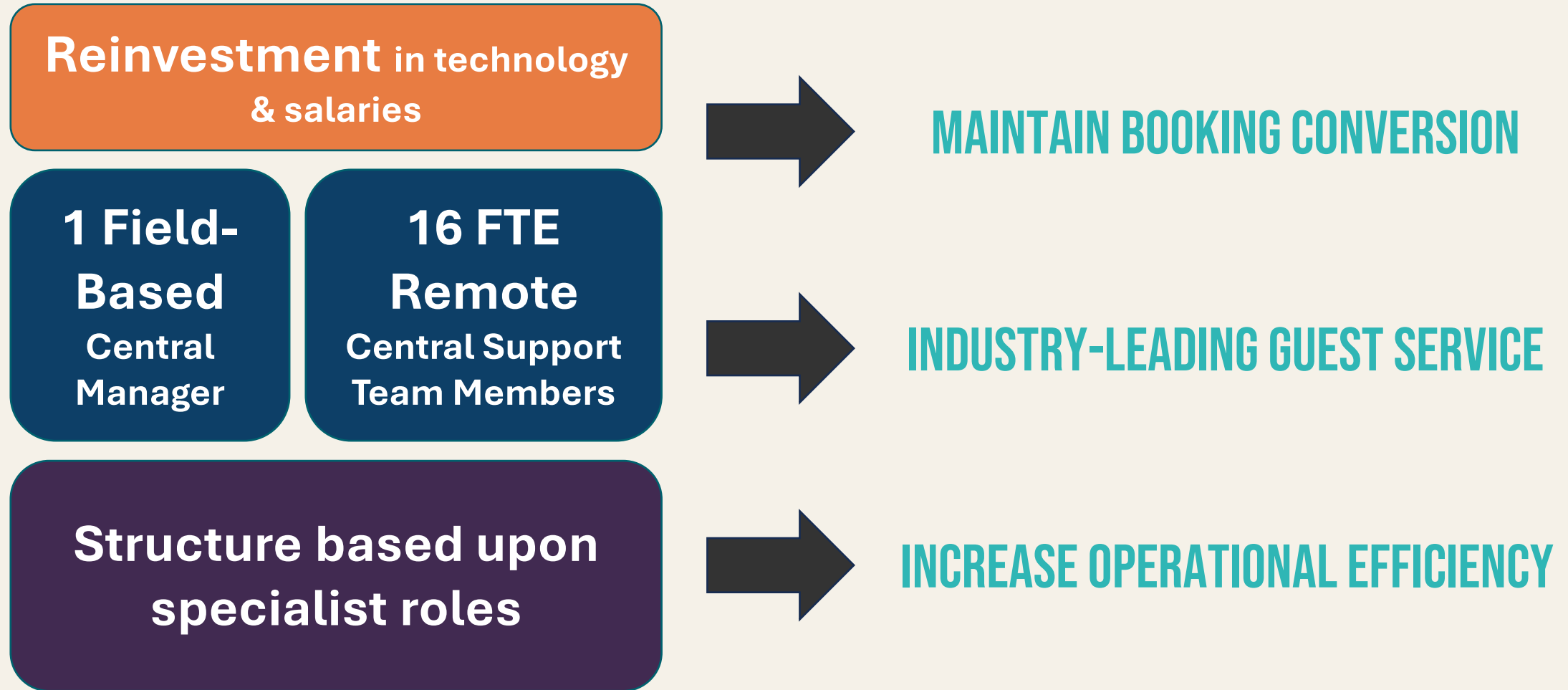
4 Regional

Local Content Creators

**Structure
based upon
specialist
roles**

**Reinvestment in technology
& salaries**

WHERE WE ARE NOW



AGENT DASHBOARD

Current queue summary

Viewing current queue performance | Last updated: Oct 14, 2025, 7:59:20 PM

Routing profile: General Enquiries

X

Add filter ▼

Contacts in queue	Agents on contact	Agents available	Agents in error	Agents in NPT
0	0	2	0	3

Live Chat queue summary

Viewing current queue performance | Last updated: Oct 14, 2025, 7:59:45 PM

Routing profile: Live Chat

X

Add filter ▼

Contacts in queue	Agents on contact	Agents available	Agents in error	Agents in NPT
0	0	0	0	0

CONVERSATIONAL ANALYTICS

Category	Contacts %
EditBooking	24%
CreateBooking	24%
ChangeBookingTime	14%
NumberOfCovers	12%
VenueInformation	11%
Bookings	9%
ChangeBookingPackage	6%
CancelBooking	3%
StaffCalls	3%
FeedbackComplaints	2%

AI SUMMARIES

Insights  Generated by AI

Agent interaction summary

The customer inquired about a last-minute group booking for a friend's birthday celebration. The agent was able to accommodate the request for approximately 35 guests at 9 PM the following day. The customer was informed that they could bring a birthday cake and that the booking would be a mix of standing and seating. The agent confirmed the booking and the customer's email address.

Insights  Generated by AI

Agent interaction summary

The customer had booked a reservation for 10 people on 18th for a birthday celebration. The agent confirmed the booking details and the customer requested to add 2 cocktail pitchers and a bottle of prosecco. The agent provided the options for the cocktail pitchers and the customer selected the frat party and strawberry woo woo pitchers. The agent will send the payment link to the customer.

WIDGETS AND DASHBOARDS

Inbound Headlines

Viewing contact data for Aug 1, 2025 - Aug 31, 2025 compared to prior month

Queue: General Enquiries	Add filter			
Contacts handled	Avg. queue answer time	Abandonment rate	Contacts abandoned	
7,990	00:00:16	4%	328	
↓ 8% Prior: 8,664	00:00:00 Prior: 00:00:17	0% Prior: 4%	↓ 7% Prior: 354	

Contact performance summary

Viewing contact data for Aug 1, 2025 - Aug 31, 2025 compared to prior month

Queue: LiveChat	Add filter			
Contacts handled	Avg. handle time	Avg. queue answer time	Abandonment rate	Contacts abandoned
2,192	00:06:32	00:00:27	5%	120
↑ 32% Prior: 1,663	↑ 00:00:23 Prior: 00:06:08	↑ 00:00:02 Prior: 00:00:24	↑ 1% Prior: 5%	↑ 50% Prior: 80

Outbound Headlines

Viewing contact data for Aug 1, 2025 - Aug 31, 2025 compared to prior month

Queue: Manual outbound	Add filter	
Contacts handled	Avg. handle time	
3,676	00:01:02	
↓ 10% Prior: 4,101	↑ 00:00:03 Prior: 00:00:59	

By Agent Stats

Viewing agent performance for Aug 1, 2025 - Aug 31, 2025

Queue: General Enquiries	Add filter	
Agent	Contacts handled	
CS20@revolutionbarsgroup.com	880	
CS22@revolutionbarsgroup.com	765	

THE HEADLINES

PROFIT

- Significantly reduced cost of operations, **29% lower spend on labour**
- Increased **conversion** of enquiries

SERVICE

- Consistency across all locations
- **40%pts increase** in answer rate
 - Extended operating hours from **40 to 77 in every location**
- Reduced impact of team turnover

TECH

- Conversational analytics leading to **in-house development projects**
- Steady automation
 - New insights shedding new light on **industry challenges**

PEOPLE

- Improved **Quality of Life scores**
 - Support & escalation with guest conflict
- Live **audits** & situational training
 - Effective **performance management**
- Smooth handovers between teams

QUESTIONS & THANK YOU.