

sprk ROI-BACKED AI ASSESSMENT

AI Opportunity Mapping for Hospitality

THE SITUATION

Three properties are already trialling something a vendor sold them directly, and head office found out afterwards. Each trial is defensible on its own and none can be compared to another, so the group is spending in five directions at once with no way to tell which to back.

THE SOLUTION

A structured assessment finds the highest-value AI use cases across revenue management, guest experience, and back-of-house operations — each scored for projected return and feasibility. You get one ranked roadmap instead of scattered pilots.

01 HOW SPRK WORKS

01

Assess your data, workflows, and AI readiness

02

Quantify and rank the highest-ROI opportunities

03

Deliver a prioritized, board-ready activation roadmap

02 WHY IT MATTERS

- ✓ Top use cases across revenue, guest, and ops
- ✓ One ranked roadmap, not scattered pilots
- ✓ Projected returns and feasibility scored
- ✓ Grounded in your property and portfolio data

SPRK delivers the diagnostic and ROI-backed activation roadmap.

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

	BUILD IN-HOUSE	DEV SHOP	AI SAAS TOOL	CONSULTING	CRFT
Time to first value How long before it changes a number.					
ROI guarantee Who carries the risk if it underperforms.					
On-the-ground integration Whether it fits your stack, data and workflow.					
Gets smarter with use Whether run 50 beats run 1.					
Tells you where to start Scored opportunities, not a debate.					
Change management Roles, trust and adoption designed in.					
You own it outright Code, prompts and data in your accounts.					

04 HOSPITALITY — THE OPPORTUNITY IN NUMBERS

15%

target lift in revenue per available room or seat

5

highest-value AI use cases mapped per property

3x¹

target ROI within 90 days

1. AWSM LABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for Hospitality.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.