

.crft AI-NATIVE PRODUCT BUILD

Dynamic Revenue Manager

THE SITUATION

Rates get set on a weekly rhythm from last year's pace and a glance at the comp set. Demand moves faster than that — a local event, a competitor's drop, a soft midweek — and every hour the rate is wrong is inventory you cannot sell twice.

THE SOLUTION

An AI agent prices perishable capacity to real-time demand — reading occupancy, booking pace, local events, and competitor rates — and pushes rates to your channels automatically. You protect rate on the nights you can and drive fill on the nights you can't.

01 HOW CRFT WORKS

01

Validate the core workflow in a short prototype sprint

02

Build the production-grade, owned system end-to-end

03

Hand off source, credentials, docs, and a 90-day roadmap

02 WHY IT MATTERS

- ✓ Rooms, tables, and seats priced to live demand
- ✓ Rates pushed to your channels automatically
- ✓ Occupancy, pace, and events read in real time
- ✓ Rate protected on peak, fill driven on soft nights

CRFT builds the pricing engine and the integrations into your PMS and booking channels.

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.