

.kntrl AI ADOPTION + SPEND TRACKING

Reputation Intelligence

THE SITUATION

Reviews get read occasionally, by whoever has time. A property's score slips for a reason sitting in forty comments nobody aggregated, and the pattern becomes visible about a month after it started costing bookings.

THE SOLUTION

AI reads every review, survey, and social mention across channels and turns it into an operational signal — what's moving scores by property, which issues recur, and where to act before a trend hits occupancy. Leadership sees reputation as a live metric, not a monthly report.

01 HOW KNTRL WORKS

01

Instrument every AI initiative and data source

02

Monitor impact against revenue and risk in real time

03

Govern with transparent, auditable controls

02 WHY IT MATTERS

- ✓ Reviews and mentions read across every channel
- ✓ Score drivers surfaced by property in real time
- ✓ Recurring issues routed before they spread
- ✓ Reputation as a live metric, not a monthly report

KNTRL provides the real-time reputation and guest-sentiment layer across your properties.

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.