

.crft AI-NATIVE PRODUCT BUILD

Unified Guest Profile

THE SITUATION

A returning guest is a stranger at check-in. What they spent, what they asked for and what went wrong last time sit in the PMS, the POS and the loyalty system — none of which the person at the desk can see while the guest is standing there.

THE SOLUTION

Guest data scattered across PMS, POS, loyalty, and booking gets unified into one live profile, so personalization — the offer, the upsell, the welcome — is ready before check-in. Front-line staff see the guest, not a reservation number.

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

- History, preferences, and spend in one profile
- Staff see the guest before they arrive
- Personalized offers, itineraries, and upsell
- First-party guest data, owned by you

> *CRFT unifies your guest data and builds the personalization and upsell engine.*

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

3× [1]
target ROI within 90 days

1. AWSM LABS CRFT engagement guarantee — 3× 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.

awsmlabs.ai/industries/hospitality