



HOSPITALITY

Your first AI rollout.

A practical starter kit for choosing one useful project, testing it with your team, and deciding what to build next.

Start with the work

Choose a recurring task with accessible inputs, a clear owner, and an output someone can check. Begin with a draft or recommendation that a person approves.

Use this kit in one team meeting

Read the three sample projects. Score your own candidates on page 5. Assign an owner and agree on a small pilot using the plan on page 6.

Inside

Three automation blueprints • a project-scoring worksheet • a 30 / 60 / 90-day rollout plan.

A NOTE ON THE EXAMPLES

These are illustrative project scopes, not prebuilt integrations or promised results. Confirm permissions, API access, and feasibility in your systems before committing to a build.



HOSPITALITY / SAMPLE PROJECT 01

Guest-message triage

WORKFLOW OWNER

Front desk / guest services

INPUTS

Redacted guest requests; approved property FAQ; escalation policy.

AUTOMATION BLUEPRINT

Classify the request / retrieve an approved answer / draft a reply / staff reviews / log resolution.

DELIVERABLE

Draft response, request category, source policy, and escalation flag.

HUMAN REVIEW

Never send automatically in the pilot. Staff checks property details, prices, promises, accessibility requests, and emergencies.

MEASURE

Median handling time; policy accuracy; escalation recall; staff edits per draft.

TEST BEFORE ROLLOUT

Test a late checkout request, an unavailable amenity, an emergency, and a question the FAQ cannot answer.



HOSPITALITY / SAMPLE PROJECT 02

Daily operations brief

WORKFLOW OWNER

General manager / department leads

INPUTS

Shift handover notes, maintenance tickets, task owners, and timestamps.

AUTOMATION BLUEPRINT

Collect approved updates / deduplicate / group by department / flag overdue items / manager reviews.

DELIVERABLE

One morning brief with unresolved tasks, owners, source links, and missing information.

HUMAN REVIEW

Do not close work orders or assign blame automatically. Manager verifies priority, ownership, and completion status.

MEASURE

Time to prepare brief; missed urgent items; duplicate tasks; manager correction rate.

TEST BEFORE ROLLOUT

Include duplicate tickets, stale notes, a resolved issue, and one urgent safety item.



HOSPITALITY / SAMPLE PROJECT 03

Guest-review intelligence

WORKFLOW OWNER

Operations / guest experience

INPUTS

Reviews your firm may use, property and date labels, department taxonomy.

AUTOMATION BLUEPRINT

Group feedback / identify recurring themes / attach example evidence / propose actions / department lead reviews.

DELIVERABLE

Weekly issue register with themes, counts, representative excerpts, and suggested owners.

HUMAN REVIEW

Remove personal data. Keep positive and negative evidence. Do not treat inferred sentiment as an established fact.

MEASURE

Time spent reading reviews; theme accuracy; evidence coverage; actions accepted.

TEST BEFORE ROLLOUT

Include sarcasm, mixed sentiment, duplicate reviews, and a low-volume theme.



CHOOSE ONE PROJECT

Make the business case.

Download the matching CSV worksheet at ferociter.co/#starter-kits. Add your own workflows and replace every assumption with your team's data.

1. Estimate the work

Monthly hours = monthly volume x minutes per item / 60. Record today's error rate and the time spent checking and correcting output.

2. Score candidates from 1 to 5

Score value, frequency, data readiness, ease of implementation, and ease of review. Give high scores to better candidates. Sum the five scores (maximum 25). Use the score to guide discussion, not to approve a project automatically.

3. Estimate net benefit

Estimated monthly value = (hours saved minus new review and maintenance hours) x loaded hourly cost, less recurring software costs. Payback months = one-time build cost / positive monthly value. If monthly value is zero or negative, reassess.

4. Name the owner and the gate

Write down the accountable owner, inputs, allowed users, reviewer, error fallback, budget, and success threshold. Stop candidates with unavailable data or unacceptable risk regardless of score.

PILOT BRIEF

Workflow / owner

Baseline / target

Review / stop conditions



30 / 60 / 90-DAY PLAN

Start small. Earn the rollout.

Days 1-30 / Map and test

Choose one workflow and owner. Map data access and current steps. Collect a representative sample plus difficult cases. Record a baseline. Build a draft-only prototype with documented review criteria.

Days 31-60 / Pilot with the team

Run a limited pilot alongside the existing process. Review every output. Log exceptions, staff corrections, latency, and cost. Fix the highest-impact failure modes. Decide whether performance meets the agreed threshold.

Days 61-90 / Roll out deliberately

Expand only after sign-off. Set permissions, monitoring, an incident owner, and a manual fallback. Train users and document the workflow. Compare actual costs and results to the baseline before adding another project.

Ready to build?

Ferociter provides AI roadmapping and AI engineering for hospitality and commercial real estate. We help prioritize the opportunity, then build and test the workflow with your team.

[Book a 30-minute roadmap call](#) | zanir@ferociter.co