

A five-case AI investment test for hotel operations

USE BEFORE A PILOT
USE AGAIN BEFORE EXPANSION

HOTEL GENERAL MANAGERS
REGIONAL OPERATIONS / PROPERTY LEADERS

Evaluate completed inquiry intake and handoff. Booking may remain open. A convincing response alone does not pass.

01 COMPLETE

02 MISSING

03 CONFLICT

04 DUPLICATE

05 APPROVAL

01-06 / TEST THE WORK

01

What exact workflow starts here, where does this test stop, and who owns the completed intake and handoff?

02

What is today's baseline for volume, turnaround, handoffs, corrections and unresolved work?

03

Would a clearer form, better rule or simpler workflow solve the problem with less risk and cost?

04

Did the system pass complete, missing, conflicting, duplicate and approval cases against pre-set rules?

05

Can we inspect the original input, actual behavior, corrections, owner, timestamps and resulting inquiry record?

06

How much staff review, correction, follow-up and exception time remains?

07-12 / TEST THE OPERATING MODEL

07

Which roles must change their daily work, and who owns an unresolved, delayed or misrouted inquiry?

08

Where are data processed and retained, which providers can access them, and how are permissions, logs and deletion enforced?

09

Which integrations are live or simulated, who maintains them, and what happens during an outage or busy shift?

10

What are the full setup and ongoing costs, including integration, training, hosting, models, support, maintenance and human review?

11

Which benefits were observed, which remain forecasts, and does released staff time create cash savings or added service capacity?

12

What evidence means continue, change or stop, and what owner, rollback path and review date govern expansion?

ONE RULE

Test one narrow workflow. Save the input, expected behavior, actual behavior, corrections, owner, timestamps and resulting record. Separate observed benefits from forecasts.

AI WITHOUT THE
BULL\$HIT