

SAMPLE REPORT · HARBOUR & HEARTH HOTELS



Hospitality AI Opportunity Review

A clear example of how ClearAi would identify practical AI opportunities, prioritise a safe first step and outline what implementation could involve.

Designed for non-technical teams

Every section explains what it means, why it matters and what decision it supports.

Focused on one first implementation

The example shows a guest-enquiry support assistant with realistic effort, cost and guardrails.

Prepared as a public sample by ClearAi · hello@clearaihelp.com · Example company: Harbour & Hearth Hotels.

A clear route through the recommendation.

This sample report is structured for a busy owner, director or manager who wants the conclusion, the reasoning and the next step without unnecessary technical detail.

1. Summary

Gives the practical conclusion first. Use this if you only have five minutes and need the headline decision.

2. Workflow map

Shows where AI could help in everyday work. It separates "AI can draft or organise this" from "a person still approves this".

3. Scorecard

Compares opportunities using the same simple criteria. This stops the loudest idea winning just because it sounds exciting.

4. First implementation

Turns one recommendation into a practical build example. This includes what would be built, what it needs, and rough time/cost bands.

5. Guardrails and roadmap

Shows how to test safely and what to do next. This is the difference between a useful pilot and random AI experimentation.

EXECUTIVE SUMMARY

The best first AI move is guest-enquiry support assistant, not trying to automate the whole business.

For Harbour & Hearth Hotels, The best first step is to support the team behind the service, not to automate the service itself. AI can help group guest questions, draft replies, summarise review patterns and speed up campaign admin while keeping the tone and final decisions human.

BEST FIRST PILOT

1

Guest-enquiry triage pilot.

LIKELY SETUP TIME

1-2

working days for a controlled no-code first version once source material is ready.

EXTRA TOOL COST

Low

usually licence-led for a no-code route; confirm pricing before quoting.

Plain-English conclusion

Start with one repeatable admin-heavy workflow where the business already has good source material. Keep AI away from final decisions, commercial promises and sensitive exceptions until the team has tested it properly.

WORKFLOW OPPORTUNITY MAP

Where AI could help hotels, venues and leisure teams.

This section explains each opportunity in simple terms. It also shows the human control point, because AI should support the team rather than quietly take over important decisions.

WORKFLOW	WHAT AI WOULD DO	WHAT THIS MEANS / HUMAN CONTROL
Guest enquiry triage	Sort common booking, accessibility, dietary and event questions into clear queues.	Human control: Guest services checks every response before sending.
Review theme summary	Summarise weekly review themes and repeat service issues.	Human control: General manager validates themes before team actions.
Event follow-up drafts	Create first drafts for post-event thanks, quote follow-up and repeat-booking nudges.	Human control: Sales manager approves every external message.
Offer content support	Draft seasonal package copy from approved rates, dates and inclusions.	Human control: Marketing checks pricing, availability and brand tone.
Shift handover summaries	Turn manager notes into clearer operational handovers.	Human control: Duty manager confirms action ownership.

OPPORTUNITY SCORECARD

Why guest-enquiry triage pilot comes first.

The scorecard is a simple prioritisation tool. It does not say what is "coolest"; it says what is useful enough, realistic enough and safe enough to test first.

How to read the scores

Impact means how much time or quality could improve. **Ease** means how quickly it can be tested. **Risk** means how careful we need to be. **Readiness** means whether the business already has the right material and owner.

Important note

Risk is not a reason to avoid AI completely. It tells us where to add approval points, source rules and boundaries before anyone relies on the output.

OPPORTUNITY	IMPACT	EASE	RISK	READINESS	SCORE	WHAT THIS MEANS
Guest enquiry triage	5/5	4/5	2/5	4/5	87	Strong first pilot: high volume, clear ownership and practical review points.
Review theme summary	4/5	5/5	2/5	5/5	85	Useful early addition after the first pilot proves the review process.
Event follow-up drafts	4/5	4/5	2/5	4/5	80	Useful, but should follow once team confidence and examples are stronger.
Shift handover summaries	3/5	4/5	3/5	3/5	66	Helpful but less commercially urgent than the top options.

RECOMMENDED FIRST IMPLEMENTATION

Build a guest-enquiry triage and response-support assistant.

This section shows how one recommendation becomes something practical. The goal is not to remove people from the decision. The goal is to give the team a safer starting draft or summary using approved business knowledge.

What the assistant would do

Two weeks of shared inbox queries, with AI grouping questions and drafting internal response suggestions only. It would produce a first draft, summary or checklist plus a short note showing what a human must verify before use.

Good use

Group the last two weeks of guest enquiries into repeat themes and draft reply options from the approved FAQ, tone guide and venue information.

Not allowed

Confirm availability, change a booking, promise a refund, handle a complaint alone, or send a guest reply without team approval.

IMPLEMENTATION DETAIL

What needs to be built, in normal language.

1 Create the approved source pack

Collect the material the assistant is allowed to use: approved FAQs, venue details, accessibility information, menu/dietary notes, booking policy wording, offer terms and brand tone examples.

Why it matters: the assistant is only as safe as the material it is given.

2 Write the working instructions

Define the assistant's role, output structure, tone, checks, escalation rules and the line it must not cross.

Why it matters: this keeps outputs consistent and makes review easier.

3 Test against realistic examples

Run 10-15 typical tasks and mark outputs as usable, needs edit, wrong, or unsafe.

Why it matters: this reveals gaps before the team relies on it.

4 Create a human review checklist

Every output should be checked for facts, evidence, tone, compliance, missing context and unsupported claims.

Why it matters: the review checklist is the safety net.

5 Run a small live pilot

Use it on one low-risk workflow first, then review time saved, quality, corrections and risks.

Why it matters: the business learns before scaling.

INDICATIVE EFFORT AND COST

What extra build time and cost might be needed?

These are example bands for the sample report, not a fixed quote. A real proposal should confirm software pricing, user numbers, data sensitivity and whether the client already has suitable AI licences. ClearAi implementation support would be scoped separately, because setup, build, testing and pilot management all require hands-on support.

Option A · fastest**No-code enquiry-support Custom GPT**

Build time: around 1-2 working days once source documents are ready.

Extra platform cost: usually low if the client already has a suitable paid AI workspace; otherwise expect per-user subscription costs to be checked at proposal stage.

ClearAi support: additional setup and pilot-management costs would apply for source-pack preparation, configuration, testing and handover.

Best for: a controlled internal pilot for guest services and events teams.

Option B · stronger control**Private inbox-support assistant / simple web tool**

Build time: around 5-10 working days for a more controlled version with login, document handling and clearer audit trail.

Extra platform cost: hosting/API usage depends on volume; usually needs a small monthly operating allowance plus build cost.

ClearAi support: additional build and management costs would apply for tool design, implementation, QA, documentation and rollout support.

Best for: larger teams, multiple venues, sensitive guest data or inbox integration requirements.

Recommended route for Harbour & Hearth Hotels

Start with Option A using anonymised enquiry examples and approved policy wording. ClearAi implementation support would be scoped separately from any AI workspace or licence cost.

The rules that keep the pilot useful and safe.

Do not let AI send guest replies automatically during the pilot.

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Keep pricing, availability and policy wording checked by the right team member.

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Avoid using guest personal data outside approved systems.

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Escalate complaints, accessibility needs and safeguarding concerns to humans immediately.

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How the business moves from one useful pilot to a proper plan.

30 days

Run enquiry triage with a small response library and daily human review.

Decision at the end: keep, improve, scale or park it.

60 days

Add review-theme summaries and agree service actions from the patterns.

Decision at the end: keep, improve, scale or park it.

90 days

Decide whether to connect approved FAQs, offers and venue information into a safer internal assistant.

Decision at the end: keep, improve, scale or park it.

What ClearAi would give the client next

A practical pilot brief, source-pack checklist, assistant instruction set, human review checklist and simple success tracker.

Simple explanations for the terms in this report.

▼ **Would this send guest replies automatically?**

No. The useful first version drafts and organises responses for the team. A person still checks every guest-facing message.

▼ **What should go in the source pack?**

Approved FAQs, booking rules, venue information, accessibility notes, menus, tone guidance and examples of good replies.

▼ **What should stay human?**

Complaints, safeguarding, accessibility needs, refunds, availability decisions and any unusual guest situation should stay with the team.

▼ **What would make the cost higher?**

More users, sensitive data, integrations, login requirements, audit trail, private hosting, complex document handling or the need to connect to internal systems.

Want a version of this for your business?

ClearAi can review your real workflows, score the best opportunities and give your team a safe first pilot to test.

[Email ClearAi →](#)

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About this sample

Harbour & Hearth Hotels is an example company profile created to show the type of thinking and output a ClearAi review could provide. A live client report would be based on confirmed workflows, documents, interviews and business priorities.

1. Confirm the workflow

Pick one repeatable task, one owner and one safe review point before building anything.

2. Prepare the source pack

Gather the approved wording, examples, rules and documents the assistant is allowed to use.

3. Run the pilot

Test with realistic examples, record corrections and decide whether to improve, scale or stop.

What ClearAi keeps deliberately human

Final approval, commercial promises, sensitive decisions, client commitments and anything the source pack cannot prove.