

PART 1 OF 8

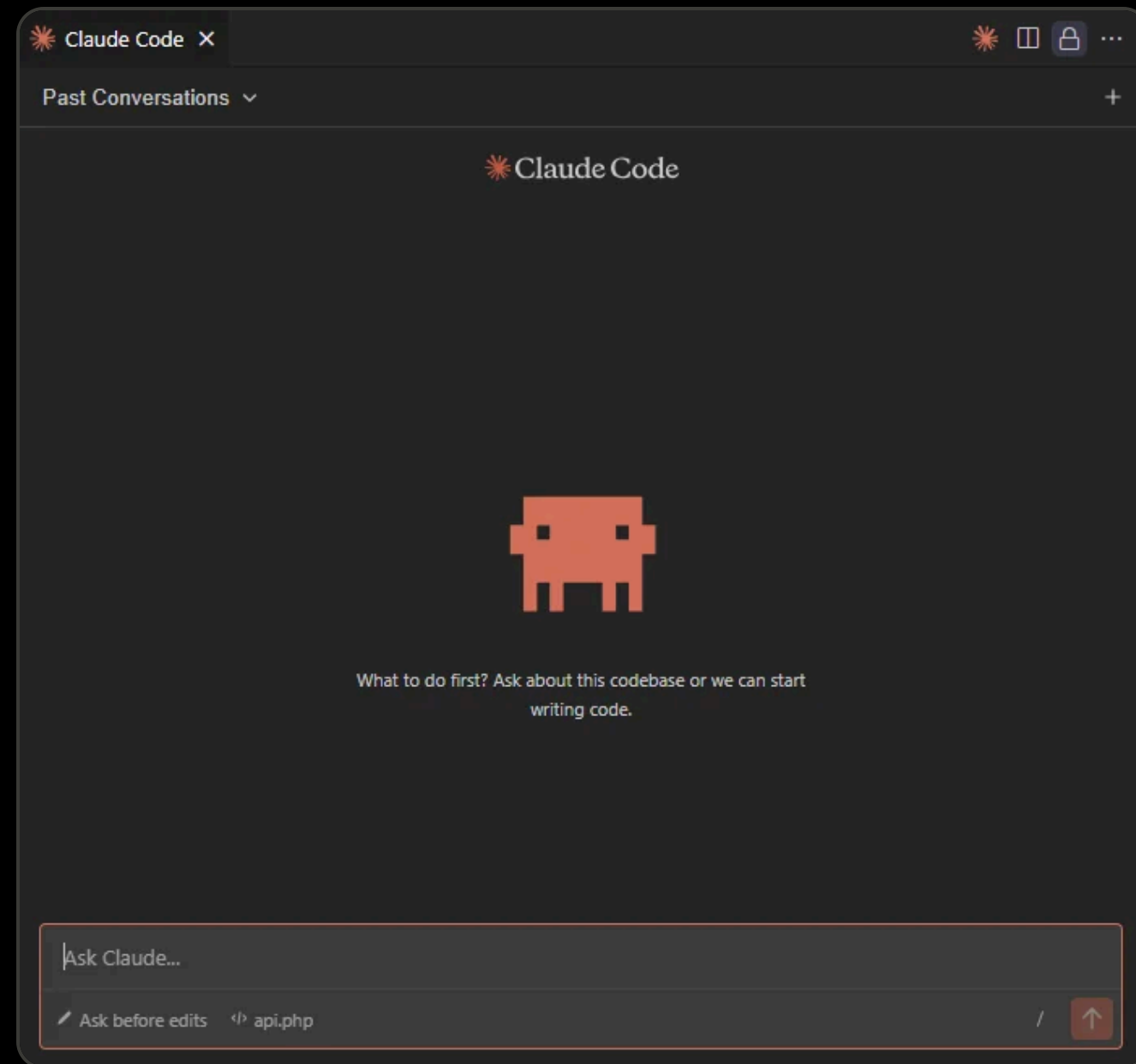
AI for Hospitality

How to build Agents that automate your daily tasks.
Today - Weekly Revenue Report



FROM THIS

A chat window

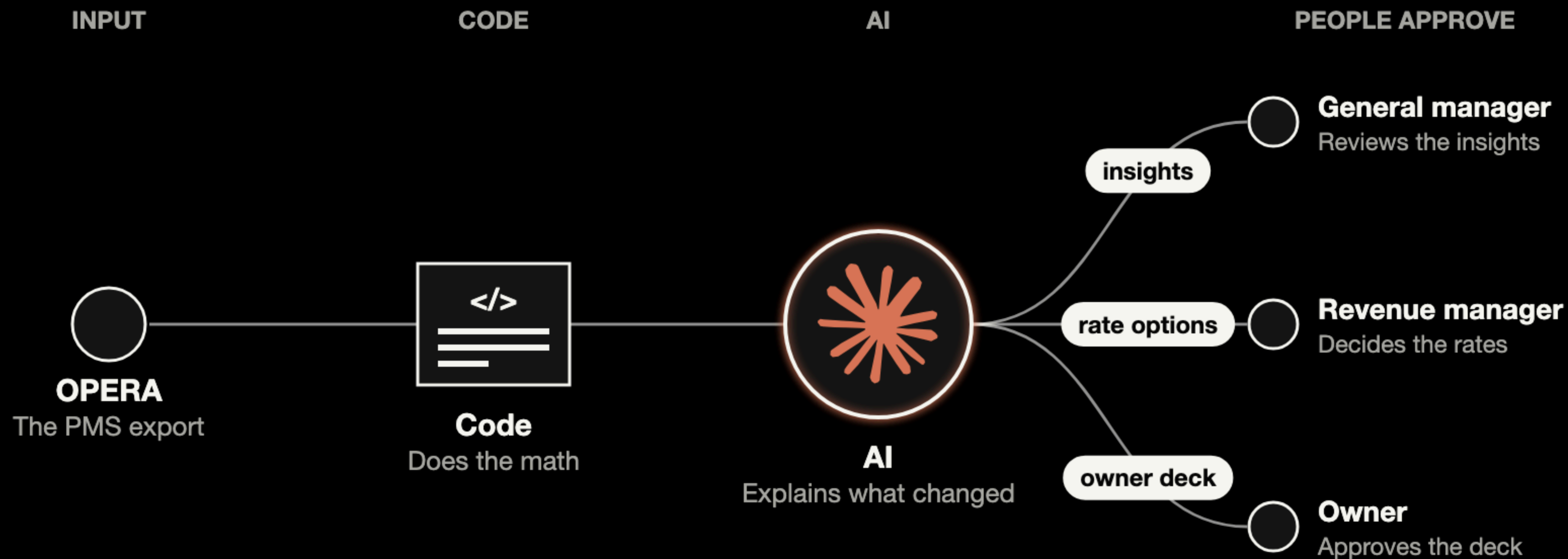


You paste a file, you ask a question, and you copy the answer somewhere else.

This is how most teams use AI today.

TO THIS

AI working in the middle of your company



PART 2 OF 8

About Zerf and why doing this Webinar?



WHO WE ARE

Five years building only for hospitality



AI AUTOMATION

We automate the processes that hold our clients back from growing.



END-TO-END SOLUTIONS

Websites, apps and custom hospitality systems integrations.

See more of our work at zerf.tech

WHY THIS WEBINAR

Three reasons

1

WHAT CIOs TOLD US

"How do we help our people use AI to do their work better?"

2

MORE BUILDERS

We want more business people to start building with AI.

3

NEW CONNECTIONS

We want to meet new people in the industry.

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Is it worth automating?



THE MATH

How much money did you save?

5 people × 1 hour a day × \$50 an hour

For the chat: which one?

\$0



The right answer

\$250

Every day

\$250+

More than that

In cash, zero: you still pay every salary, plus the AI.

Find the most complicated Excel file in your organization. That's where automation makes the most sense.

Usually the one that only one person understands and keeps alive.

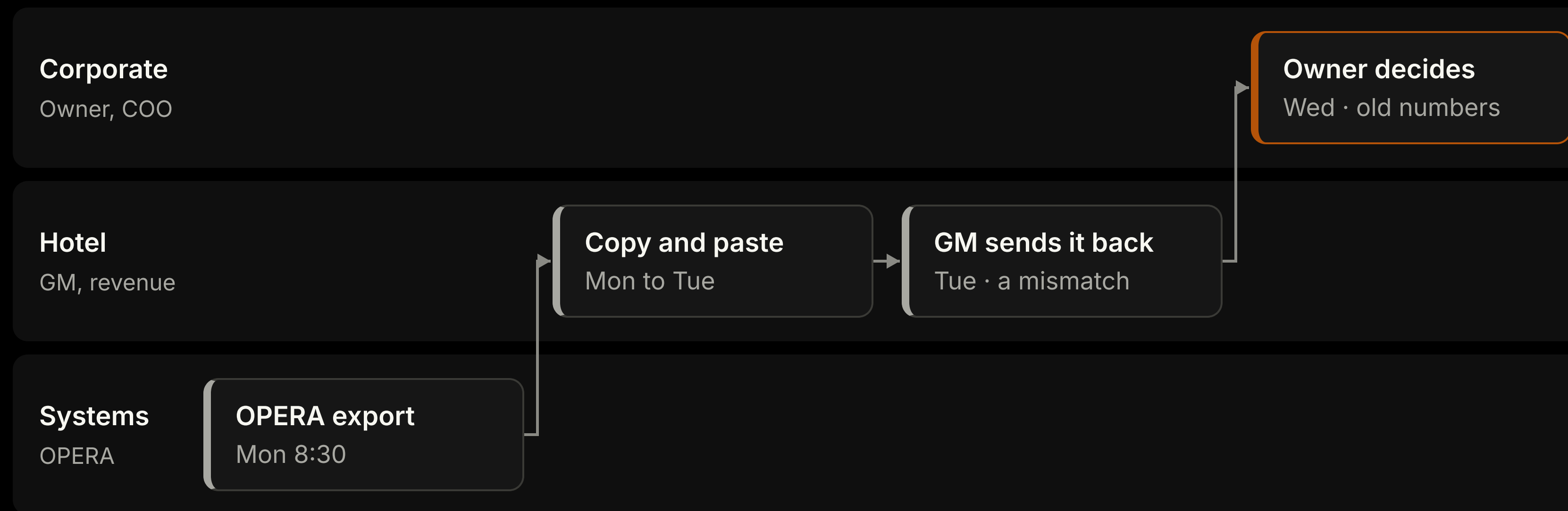
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Let's work.



THE USE CASE

The Monday report, today



All the data in this example is fictional.

FINANCIALS

One weak Saturday, found on Monday

1 · MONDAY 6 AM

Below 63%

The report flags Saturday.
About 460 rooms are still empty.

2 · MONDAY 9 AM

\$175 → \$150

The revenue manager runs
a weekend promo.

3 · MONDAY TO FRIDAY

+100 rooms

New bookings come in.

4 · SATURDAY

70% full

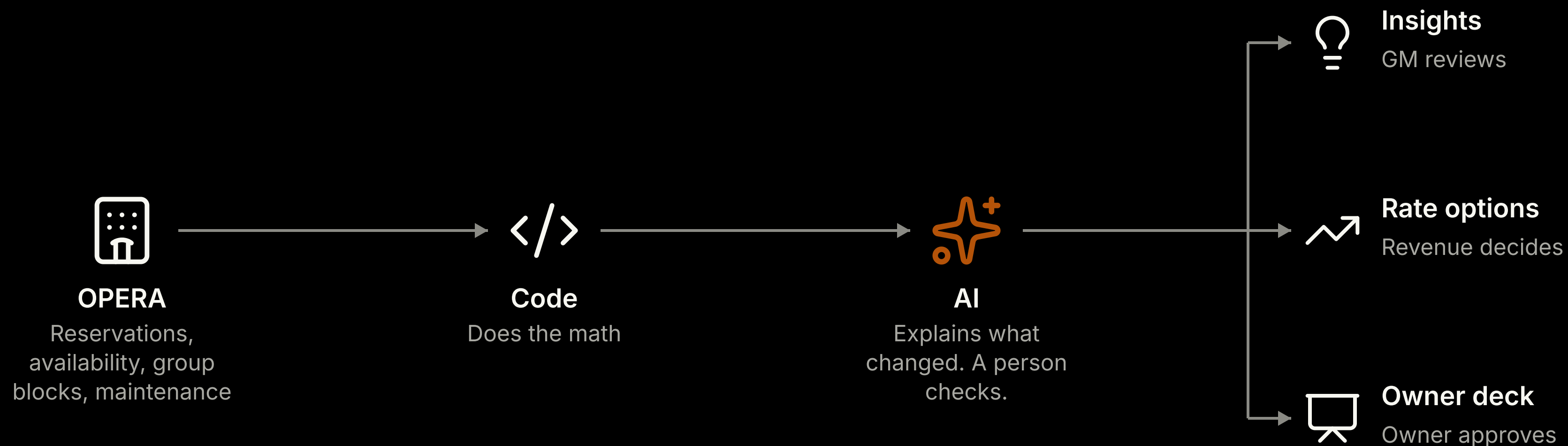
Saturday ends well above
the line.

100 rooms × \$150 = **+\$15,000**

More revenue on one Saturday. Found on Monday, sold by Saturday.

THE ARCHITECTURE

The solution on one page



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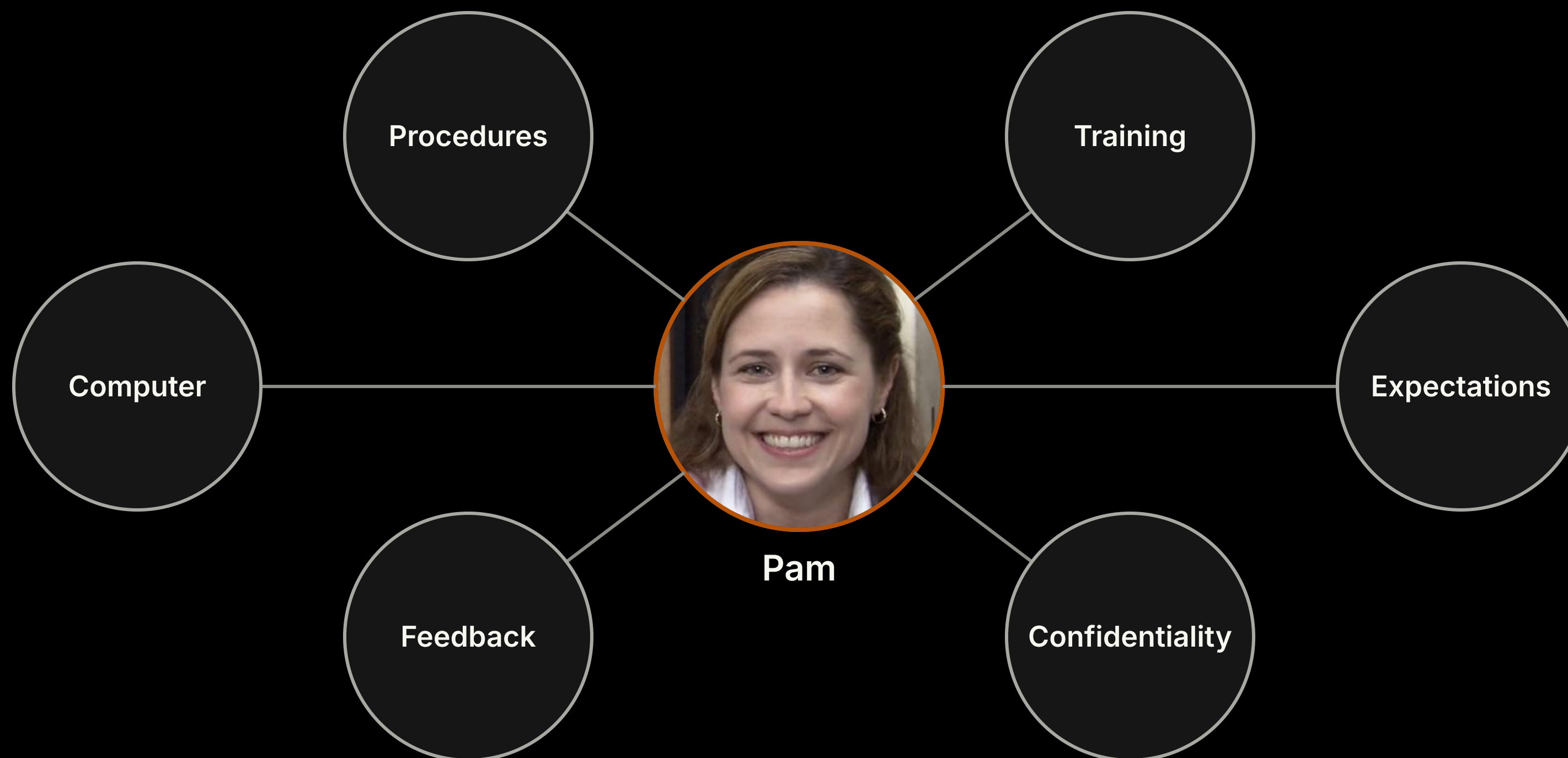
What's an agent?

And what's the difference between an agent and a workflow?



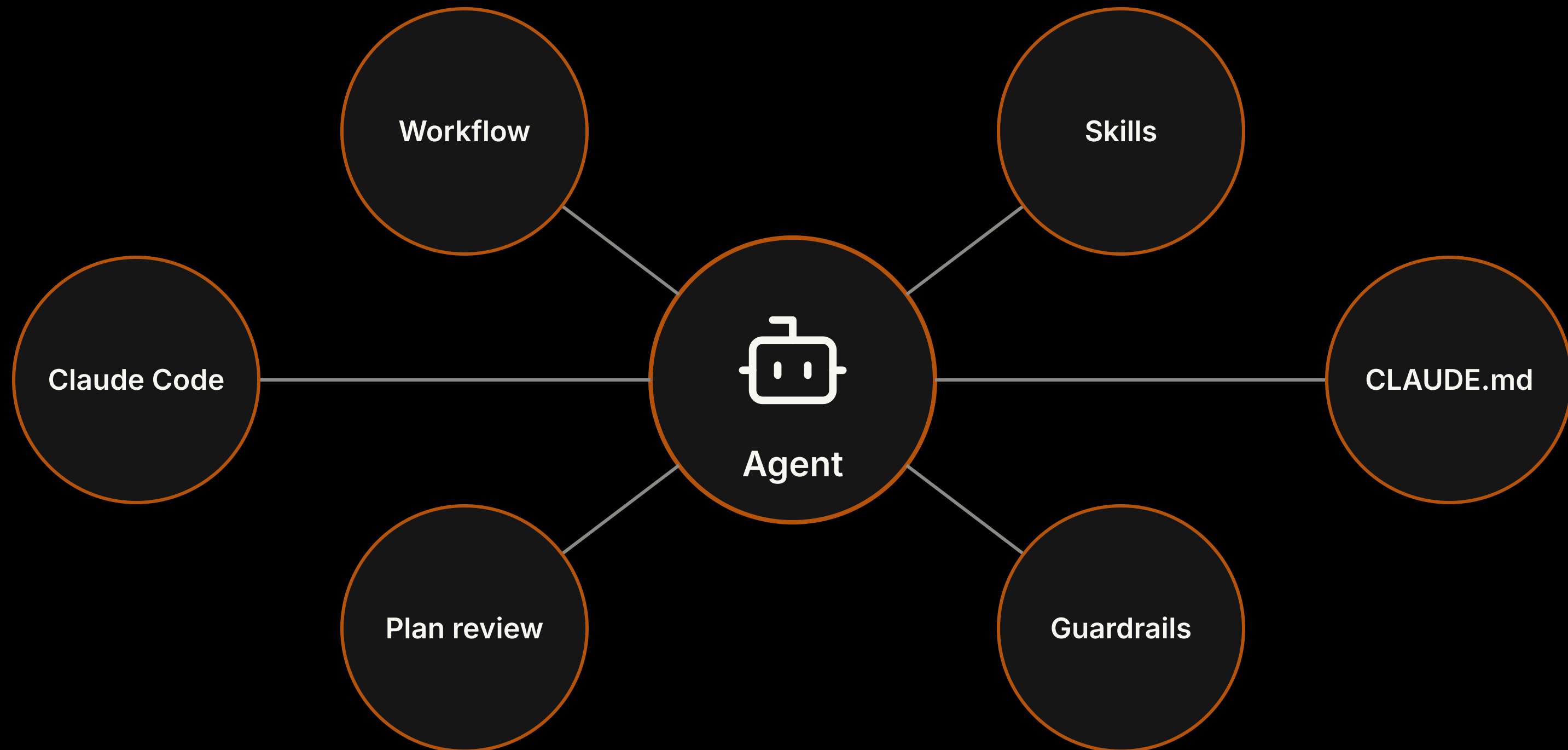
MEET PAM

Your new hire, on her first day



KEY CONCEPTS

What if we talk about an agent instead?



KEY CONCEPTS

From Pam to an agent

PAM, YOUR NEW HIRE

Her intelligence

Her computer, and how she communicates

What's expected of her

Where things are kept

How to do things

Confidentiality rules

The company's procedures

Her schedule

Feedback on her first tasks

THE AGENT

The model: Fable, Opus, Sonnet or Haiku

The harness: Claude Code, the folder, connections

CLAUDE.md

The index

Skills

Guardrails

Workflow

Routines

Reviewing its plan and its work

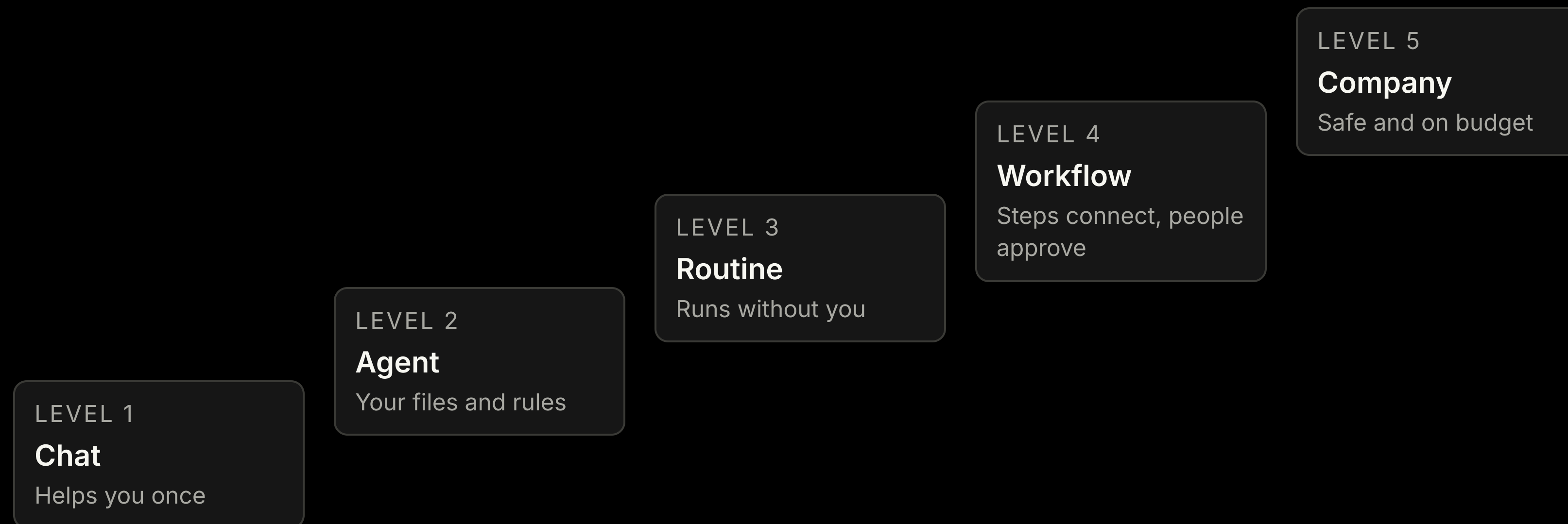
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The 5 levels



FIVE LEVELS

At each level, Pam gets a bit more



ADDING COMPLEXITY

Level 1 · A chat

LEVEL 5

Company

LEVEL 4

Workflow

LEVEL 3

Routine

LEVEL 2

Agent

LEVEL 1

Chat

A good prompt has six parts.

1. Context: who you are, who it is for
2. One clear goal
3. A description of the file
4. An example of the output
5. Limits: never invent a number
6. Ask her questions first

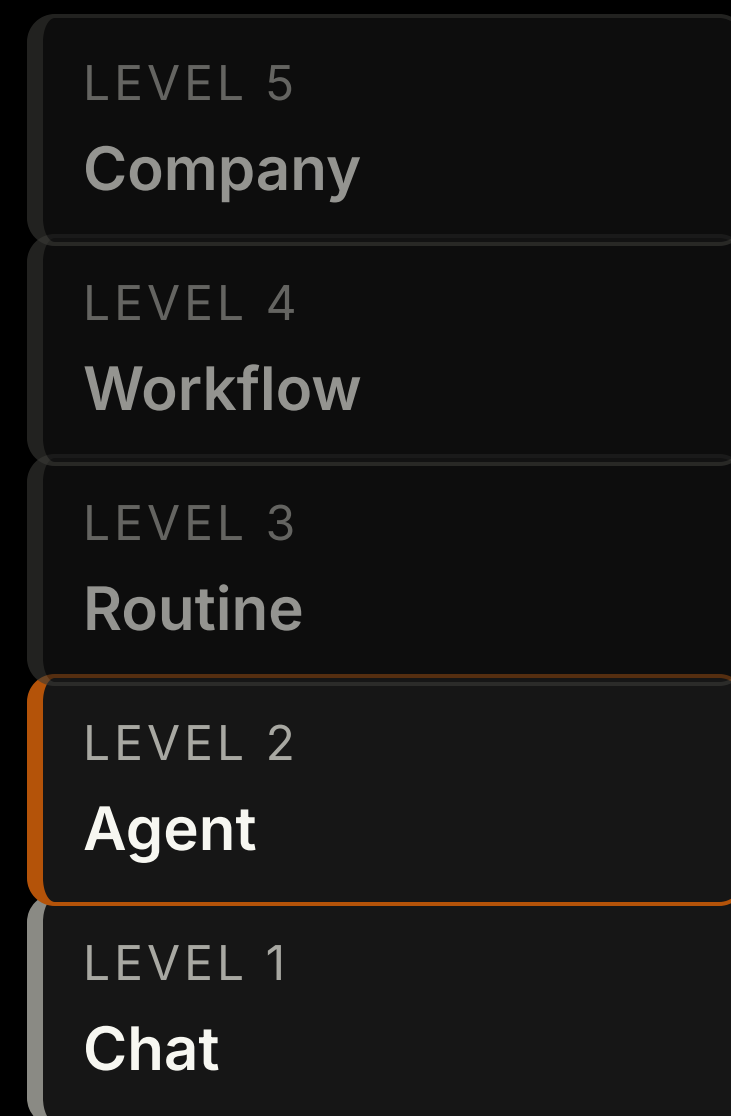
● LIVE

Let's see it: the chat

-
- 1  OBSIDIAN · LEVEL 1
The prompt with the six parts
 - 2  OBSIDIAN · LEVEL 1
Her questions, and our answers
 - 3  OBSIDIAN · LEVEL 1
The report
-

ADDING COMPLEXITY

Level 2 · An agent



We onboard Pam: a computer and a desk, in Claude Code.

CLAUDE.md

What's expected of her
Goal, numbers, rules

Index

Where things are kept
data/ · outputs/ · skills/

Skills

How to do things
normalize-pms: OPERA to our format

Guardrails

Confidentiality rules
Read data, write outputs
No delete, no web, no email

Her first feedback: she shows a plan, we approve it.

● LIVE

Let's see it: Pam's folder

- 1  OBSIDIAN · LEVEL 2A
CLAUDE.md: her job description
- 2  OBSIDIAN · LEVEL 2A
Where things live: her map
- 3  OBSIDIAN · LEVEL 2A
The skill normalize-pms
- 4  OBSIDIAN · LEVEL 2A
settings.json: her rules
- 5  OBSIDIAN · LEVEL 2A
Her plan, before she works
- 6  OBSIDIAN · LEVEL 2A
The bet: delete the old exports?

● LIVE

Let's see it: Pam learns

-
- 1  OBSIDIAN · LEVEL 2B
Pam v1 · week 1: her first day
 - 2  OBSIDIAN · LEVEL 2B
Pam v2 · week 2: after our feedback
 - 3  OBSIDIAN · LEVEL 2B
Pam v3 · week 3: new connections

ADDING COMPLEXITY

Level 3 · A routine

LEVEL 5
Company

LEVEL 4
Workflow

LEVEL 3
Routine

LEVEL 2
Agent

LEVEL 1
Chat

Pam gets a schedule: routines in the cloud.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
6:00 report Plus the insights		Weak night Rate review starts		Report missing A person is alerted		

● LIVE

Let's see it: the routines

-
- 1  OBSIDIAN · LEVEL 3
The Monday routine
 - 2  OBSIDIAN · LEVEL 3
Its last run
 - 3  OBSIDIAN · LEVEL 3
Rate options
 - 4  OBSIDIAN · LEVEL 3
Today's run, written at 13:10

ADDING COMPLEXITY

Level 4 · A workflow

LEVEL 5	Company
LEVEL 4	Workflow
LEVEL 3	Routine
LEVEL 2	Agent
LEVEL 1	Chat

Pam follows the procedures, with a team. Each step hands its work to the next.

6:00 · Report and insights	The routine from level 3
Check every number	Code. If something is wrong, nothing moves
8:00 · The owner's deck	Pam writes the words, code builds the slides
Email to the revenue manager	Code drafts it, a person sends it

● LIVE

Let's see it: one Monday run

- 1  OBSIDIAN · LEVEL 4
The OPERA export
- 2  OBSIDIAN · LEVEL 4
Report
- 3  OBSIDIAN · LEVEL 4
Insights
- 4  OBSIDIAN · LEVEL 4
Owner deck text
- 5  OBSIDIAN · LEVEL 4
Email draft
- 6  OBSIDIAN · LEVEL 4
The check that blocks a guest email

BACK TO THE ROI

From a weak Saturday to a strong Saturday

	BEFORE	WITH THE WORKFLOW
The owner sees the report	Wednesday	Monday morning
Saturday	Below 63%	70% full
Extra revenue	\$0	+\$15,000

100 more rooms × \$150, on one Saturday. Found on Monday, sold by Saturday.

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Scalability complexities

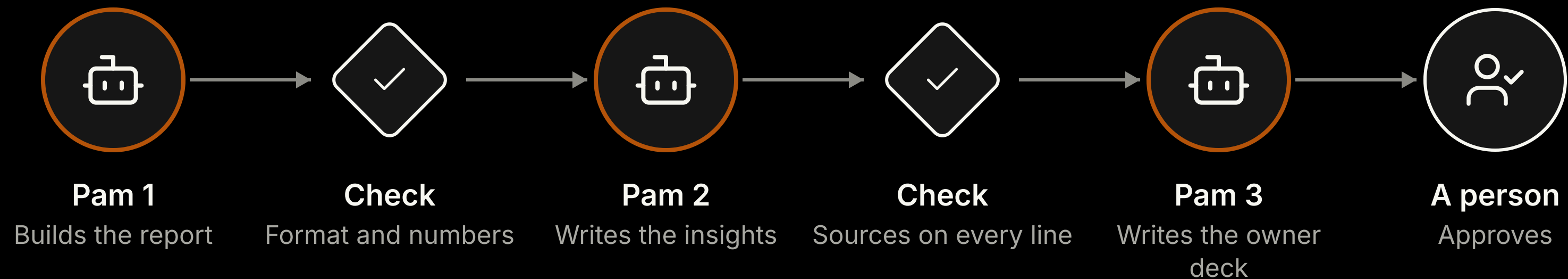


A demo takes days. A release takes weeks.

A DEMO Once, for one person, with clean data.			A COMPANY RELEASE Every day, for many people, with real data.		
WHAT TO PLAN FOR		WHAT CAN GO WRONG	WHAT YOU NEED		
Token usage		\$1 a run is \$1,500 a month at 50 hotels.	Limits per run and per month. A smaller model for simple steps.		
Security		Hidden instructions, leaked guest data.	Guardrails, a code check on every write, least privilege.		
Many people		Each role works with different hotels.	Access rules for each role.		
Observability		Nobody knows what ran or why it failed.	A log of every run: input, steps, cost and result.		
Fallbacks		The model fails, is slow, or is wrong.	It retries, nothing goes out, and a person gets an alert.		

A team is several Pams

You design two things: where one Pam hands the work to the next, and when to check it.



IN CLAUDE CODE

One file per agent in `.claude/agents/`: her instructions, her tools, her model.

Bigger teams: Agent teams (experimental), a lead and teammates with a shared task list. Checks between them run as hooks.

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Where do you start?



FIND YOUR LEVEL

Start from the pain

You need a one-off answer or a first draft

Level 1

You paste the same prompt every week

Level 2

Someone runs the same task by hand every Monday

Level 3

The result needs three people to move forward

Level 4

A second team wants it, or guest data is involved

Level 5, with IT

Use the easiest level that solves your problem.

A FINAL THOUGHT

Start now, start simple

AI is still a child. It learns from the people around it.

We are still very early. Hospitality has a lot of operational detail, and it is very hard to understand from the outside.



YOUR NEXT STEP

Try this tomorrow

1 · Pick one spreadsheet

The most complicated one, the one only one person understands

2 · Try it in a chat

Write a prompt with the six parts and check every number

3 · Give it a folder

If you do it every week: a CLAUDE.md, your rules, a check

BEYOND THE MONDAY REPORT

How can Zerf help your company?

Connected agents

Custom Agents working together to achieve goals.

Group RFPs

Sales interactions, quoting, and branded proposals.

Knowledge Base for your company

Map your company's departments with agents to automate your operations.

Reviews and reputation

Read, grouped and answered, a person approves

**If you need help setting up AI workflows for your organization.
Schedule a call.**

Your questions

Your cases, your doubts.