

CHANGE AGENTS

When Your Best
Brand Ambassador
Isn't a Person

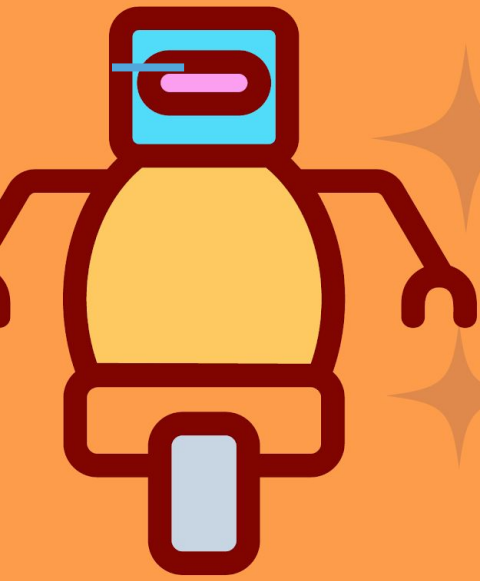
GREG KIHLSSTRÖM



Stratus Hotels & Resorts is a leading global hospitality brand, with a portfolio of over 1,000 properties in 80+ countries.

The company is known for its elevated guest experience, diverse offerings across luxury and business travel segments, and its premium loyalty program, Stratus Select.

With rising demand for real-time, personalized service and growing pressure on staff resources, Stratus is exploring how agentic AI could play a more active role in enhancing customer experience—without compromising the high standards of warmth and hospitality the brand is known for.



WHAT WE'RE GOING TO DO TODAY

Let's roll up our sleeves

- **Divide into groups/teams** and nominate a spokesperson
- **Each group will be representing a fictional company:**
 - Stratus Hotel & Resorts
- **Step 1:**
 - Identify 1 area where agentic AI can help
- **Step 2:**
 - Map a blueprint to implement agentic AI in this area
- **Step 3:**
 - Define 3 critical questions to ask before going live
- **Report out**

STEP 1: IDENTIFY 1 KEY AREA WHERE AGENTIC AI CAN HELP

Prompt Questions:

- Which part of the guest experience is high-volume and currently a challenge to deliver consistently?
- Where does Stratus see slow response times, frustration, or lack of 24/7 support?
- Which moments could benefit from proactive, intelligent AI—not just automation?

Deliverable for Step 1:

Write a one-sentence problem statement, e.g.:

"We believe agentic AI can help improve pre-arrival guest engagement by delivering personalized recommendations and answering property-specific questions in real time."



STEP 2: MAP A BLUEPRINT TO IMPLEMENT AGENTIC AI

Prompt Questions:

- What does success look like for the AI agent in this scenario?
- What data or systems would it need access to (e.g., PMS, CRM, loyalty platform)?
- What tone or brand personality must it reflect?
- What are its limits, and when should it escalate to a human?
- How do we ensure privacy, transparency, and cultural sensitivity across global guests?

Deliverable for Step 2:

Describe how agentic AI will be implemented:

- **CX Goal:** What outcome should the AI deliver for guests?
- **Core Inputs:** What guest data and preferences must the agent access?
- **Brand & Tone Alignment:** How will the AI reflect the Stratus voice and hospitality standards?
- **Escalation Protocols:** When should the AI hand off to a human?
- **Success Measures:** What metrics will define success (e.g., resolution rate, CSAT, NPS)?



STEP 3: DEFINE 3 QUESTIONS TO ASK BEFORE GOING LIVE

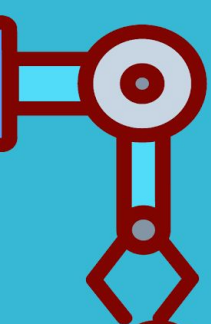
Prompt Questions:

- What could go wrong—and how do we mitigate it?
- How will the AI be trained and updated over time?
- What governance or oversight will be required?

Deliverable for Step 3:

- List your three “go-live readiness” questions for the executive leadership team.





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