

crft AI-NATIVE PRODUCT BUILD

# Support & Marketing Optimization Loop

## THE SITUATION

The same complaint gets answered forty times a month and nobody writes it down anywhere product will read it. Two floors away, budget moves toward whichever channel reported the cheapest click — and neither team ever learns what the other already knew.

## THE SOLUTION

Support tickets and marketing spend are the highest-volume loops — and where value leaks fastest. We close them: AI support deflection whose insights feed product and retention, and marketing optimization that learns from every dollar, so both compound instead of leaking.

## 01 HOW CRFT WORKS

### 01

Validate the core workflow in a short prototype sprint

### 02

Build the production-grade, owned system end-to-end

### 03

Hand off source, credentials, docs, and a 90-day roadmap

## 02 WHY IT MATTERS

- ✓ Support deflection that feeds product + retention
- ✓ Marketing spend that learns every cycle
- ✓ Insights captured, not lost at handoff
- ✓ High-volume loops compound, not leak

*CRFT builds the deflection, optimization, and feedback layer end-to-end.*

03 FOUR WAYS TO BUILD AN AI SYSTEM — AND HOW THEY COMPARE

|                                                                                    | BUILD IN-HOUSE                                                                    | DEV SHOP                                                                          | AI SAAS TOOL                                                                        | CONSULTING                                                                          | CRFT                                                                                |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>Time to first value</b><br>How long before it changes a number.                 |  |  |  |  |  |
| <b>ROI guarantee</b><br>Who carries the risk if it underperforms.                  |  |  |  |  |  |
| <b>On-the-ground integration</b><br>Whether it fits your stack, data and workflow. |  |  |  |  |  |
| <b>Gets smarter with use</b><br>Whether run 50 beats run 1.                        |  |  |  |  |  |
| <b>Tells you where to start</b><br>Scored opportunities, not a debate.             |  |  |  |  |  |
| <b>Change management</b><br>Roles, trust and adoption designed in.                 |  |  |  |  |  |
| <b>You own it outright</b><br>Code, prompts and data in your accounts.             |  |  |  |  |  |

04 B2B TECH — THE OPPORTUNITY IN NUMBERS

90 days

target: earlier churn prediction from usage signals

100%

code & IP owned at handoff

3x<sup>1</sup>

target ROI within 90 days

1. AWSM LABS CRFT engagement guarantee — 3x ROI on the build fee by day 90, or we keep working at no charge

Explore this for B2B Tech.

A short scoping conversation, then a costed plan with the ROI stated up front — not a proposal deck.