.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
Time to first value How long before it changes a number.	◔	◑	●	◔	◕
ROI guarantee Who carries the risk if it underperforms.	○	◔	◔	○	●
On-the-ground integration Whether it fits your stack, data and workflow.	◕	◑	◔	◔	●
Gets smarter with use Whether run 50 beats run 1.	◔	◔	◔	○	●
Tells you where to start Scored opportunities, not a debate.	◔	◔	◑	◑	●
Change management Roles, trust and adoption designed in.	◑	○	◔	◑	●
You own it outright 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 [1]
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.

awsmlabs.ai/industries/b2b-tech