

PULSE AI · YOUR AI REVENUE MANAGER

Speak hotel. Get answers.

Pulse AI isn't a chatbot on top of the user interface. It's a Revenue Manager assistant built on your own data, with hotel-scoped memory, measurable accuracy, and guardrails enforced in code.

Hotel-scoped memory · Code-enforced guardrails ·
Audit trail

PUBLISHED BY
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THE PROBLEM WITH GENERIC AI

You can't guess the numbers. You have to read them.

ChatGPT and its cousins are brilliant at language — but they can't see your hotel's snapshots. Ask a generic AI "how are we tracking?" and it either guesses or asks you for a CSV. Neither is suitable for daily revenue work.

Pulse AI inverts this: every numerical answer comes from a real query against your own PMS-snapshot data. The user doesn't pick a tool — Pulse picks from its own kit, runs it, and builds the answer on the actual numbers. Chart, table, three suggested follow-up questions — every answer has the same shape.

Pulse never just talks —
every number comes from a query.

THREE PRINCIPLES

- **Your hotel only.** Pulse learns your property over time — sales strategy, market context, source markets, segment patterns. Each hotel's data stays separate — no mixing across properties.
- **Bounded by design.** The AI can only adjust forecasts within sensible limits around the statistical baseline. No wild numbers. AI usage is included in your subscription — no surprise costs.
- **Auditable.** Every AI call is logged — chat, forecast, narrative, briefing — with cost, outcome, and the full request/response. Reviewable on request.

WHAT YOU GET WITH PULSE AI

Four core capabilities. Each on your own data.

No single AI is best at everything. Forecast correction needs deep numerical reasoning, chat needs speed, the narrative needs to fit the user's language and stay concise. We pair each Pulse capability with the model that fits the work.

Pulse Chat

LIVE

Natural-language revenue analysis. "How did our weekend pickup compare to last year?" — Pulse runs the query, returns the chart and the table, with three suggested follow-up questions on every answer.

Smart Forecast Enhanced

LIVE

60-day AI baseline, refreshed daily. Per-day correction reasoning for every day — why the AI raised the baseline, why it lowered it. Monthly accuracy report on your own data: raw vs. AI side by side.

AI Report Narrative

LIVE

A floating Pulse icon on every report. One click → a 2-3 paragraph narrative: trends, anomalies, what to investigate. In the user's language. Cached for 7 days, auto-invalidated when fresh data lands.

Daily Briefing

LIVE

An 8-block written morning report — not a dashboard. 5 base blocks (yesterday, today's OTB, next 7 days, monthly trajectory, YoY same-point) + 2 AI blocks: 1-3 anomaly warnings and the day's top 3 ranked actions.

THREE AGENTS · ONE PLATFORM

Every new conversation starts with picking an agent. Each is specialised — its own focus, its own system instruction, shared toolkit and shared data. Language follows the user account.

- **Pickup Analyst** — booking dynamics, daily and weekly variation (live)
- **Forecast Advisor** — 60-day projection with event context (live)
- **Pricing Expert** — ADR, RevPAR, rate-volume strategy (coming soon)

A DAY WITH PULSE

Plain questions. Specific answers.

The hotel manager doesn't memorise report or tool names. They have a question — Pulse runs the right query. A few typical exchanges from a normal week:

Q · How did last weekend's pickup compare to last year same point?

A Last weekend: 18 room nights picked up. Same point last year: 24. Gap -6 (-25%). Corporate segment is the underperformer — -8 vs LY on the Saturday alone.

Q · How are we tracking vs Q2 plan?

A Q2 pace +3.2% vs LY. Room-night gap to budget: -340. Required daily pickup to hit budget: 18/day. Current run-rate: 14/day. Three weak weekdays in the next 21 days are dragging the gap.

Q · Any unusual ADR moves in the last 7 days?

A Two days flagged: May 14 (€142 vs €178 7-day average, -20%) and May 16 (€201 vs €178, +13%). The May 14 dip aligns with a large OTA discount push.

Q · Which days next month need a marketing push?

A Three weak days in the next 21d: May 12 (38% projected occ), May 14 (42%), May 18 (44%). Suggested next step: "Draft ads for these dates" — one click.

THE FINE PRINT

AI you can audit. Not AI that promises.

What Pulse *can't* do matters as much as what it can. The safeguards are built into the platform itself — not a policy you have to trust.

01 — SEPARATED DATA

Your data stays with your hotel

Each hotel's data is stored separately. There's no shared space the AI can cross — your numbers never inform another property's answers.

02 — ANONYMOUS PROMPTS

The AI never sees your hotel name

Before any question is sent to the model, hotel names and identifiers are removed. The AI sees patterns, numbers, segments — not which property is asking.

03 — INCLUDED AI USAGE

Predictable monthly cost — no surprises

AI usage is included in your subscription. There's no per-call billing, no surprise overages, no AI bill that grows with usage.

04 — BOUNDED CORRECTIONS

The AI stays close to the baseline

AI forecast adjustments stay within a sensible range around the statistical baseline. If a model wanted to propose a wild correction, the platform refuses it.

Pricing

Part of the Pro tier **on top of Growth** Add-on alongside Starter **€49 / mo (intro)**

Per-property monthly pricing. All Pulse features come together — Chat, Smart Forecast Enhanced, AI Report Narrative and Daily Briefing. AI only activates after you opt in.

Meet Pulse — with your own questions.

A 45–60 minute walkthrough on a simulated property. Ask Pulse a few questions and see what an AI Revenue Manager looks like when it speaks hotel.

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