



SERVICE IN THE AGE OF CUTTING-EDGE TECHNOLOGY

Key trends, behaviors and factors impacting the future of hospitality

In the digital age technology is driving change in customer habits. “There has never been a time when consumers had as many choices in satisfying their hunger,” says Arlene Spiegel FCSI of Arlene Spiegel & Associates, Inc.

“This is a double-edged sword, as too many options can create confusion, as can the speed at which everything needs to be delivered.”

What customers want

Foodservice now is all about choice. Customers are eating at all times of day, they tend to order more food to eat off-premises and they want to know more about the food they eat.

“We are also approaching a cashless society, which means operators have the data to analyze and make

strategic decisions for the business,” says Spiegel.

“POS systems are the highest value investment, with the greatest return, that an operator can make today. Accurate and timely reports will tell the true story of what is selling, when it is selling, by whom it is being sold, as well as the sales and margin information.”

Technology and the human touch

Some operators can be stubborn in refusing to let go of their older POS systems. But there is a growing risk this inertia will come with a cost in the long run, because operators will not have accurate data upon which to base business decisions.

“With margins getting slimmer due to rising labor and occupancy costs, operators need to install the best systems for now and later,” says Spiegel. ■