

8 Service Redefined, Customer Experience and Personalisation in the Future

Aim

Explore how data, technology and the integration with AI can personalise service and create unique dining experiences.

Objectives

1. Explore how data analytics, AI and chatbots can be used in the personalisation of customer dining experiences.
2. Identify emerging technologies in food service and develop strategic plans for future readiness.
3. Discuss models and frameworks to enable culinary and food service operators to evaluate and integrate digital technologies.

8.1 The meaning of service

Service is deeply ingrained within the hospitality industry and offers the opportunity for businesses to tailor their own ideas and provisions of service. It is imperative that food businesses get the service offering correct, as customer dynamics continue to change. The impact from technology should be considered but only to enhance the current service standard and not to replace it. Service processes and principles are important as they help to:

- Drive customer satisfaction and loyalty
- Shape the brand and reputation of a venue
- Encourage positive word-of-mouth and reviews
- Influence repeat business and profitability
- Differentiate businesses in competitive markets.

8.2 Changes in dining experiences

In the last two decades dining experiences have undergone a transformation, driven by heightened consumer expectations, technological enhancement and an increasing emphasis on personalisation and experiential consumption. Although traditional service models built around formal restaurant settings are still relevant, there is an emerging dining scene for **flexible, informal,**