



Artificial Intelligence in Business- A case Analysis on Robot Theme Restaurant -2019

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Abstract

In current scenario artificial intelligence brings excellent breakthrough for business and their customers. It provides personalized shopping, marketing services. It saves time and money through automating and optimizing routine process and tasks. Now-a-days even customer interaction and automated.

It is estimated that by 2020 majority of the customer interactions will be carried out by intelligence machines which are able to replicate human functions. It is interesting to observe that artificial intelligence will be able to predict even customer behavior by analysing the patterns in customer data. Artificial intelligence is employed now-a-days even in service industry including hotels which replaces human service to customers. The following article projects one such interesting case study which shows the outcome of Robot service in the place of human service.

Keywords: Artificial Intelligence, Robot service

1. Introduction

Artificial Intelligence has nowadays become a challenge to human resource. All industries are applying artificial intelligence to get the work done faster and to get accruable results. At the same time greater risk may also be uncounted due to misuse of technology for distraction or other foolish activities. Despite these risk artificial intelligence plays a prominent role in hospitality industry too. In Coimbatore Robot Theme Restaurant for the first time in its history is established on 21-07-2018. The service of artificial intelligence in hotel industry is a new business for attracting everyone's eye. This paper is a preliminary attempt to study the gap between customer expectations and actual service rendered by the restaurant.

The objectives for this case study are to analyse customer's awareness on Robot Theme Restaurant, examine the factors influencing customers' attraction towards Robot Theme Restaurant and to analysis customer's satisfaction in robotics service and provide suitable suggestion to improve their business.

2. Origin of Robot Theme Restaurant

This Robot concept has mainly taken from avengers and super hero films. This restaurant has first seen in abroad and now in Coimbatore. The **Robot Theme Restaurant** has started with the team of five members who had a keen interest in theme based hotels. At present it is available in Coimbatore.

In this restaurant, the different concept was, robots bring food from the kitchen to the customer's table. Customers should take their required food from the robot and if required waiters will help. The robot can also able to find someone blocking its way and request them to move out of the way. This Robot Theme Restaurant concept was mainly found in Africa and china by one partner of this restaurant owner. So he is the one who gave an idea to brought this restaurant in Coimbatore.

The youth who started an aeroplane themed Chinese restaurant, started to work with robots. By this way, they start to figure out how to program it and repair it. This restaurant was first started at Mahabalipuram which is situated at Chennai. It was succeeded in Chennai and then they started a branch at Coimbatore.

In Coimbatore, the special about this restaurant is their Thai, Chinese and Indian food. Here customers can place their order in iPad. Then the food is prepared by chefs and it will be placed in the tray which was hold by robots and they will set the system to place the food near to the customers table. However, waiters are employed to serve the food from robot's tray to the customers table. The cost of the one robot is about seven lakhs.

3. Research Methodology

Sampling Method

The data for analysis is collected through direct interview with the customers visiting the Robot Theme Restaurant during 11am-3pm. Thus the sampling method adopted had been judgement sampling method. Simple percentage analysis alone is applied for the analysis.

Limitation of the analysis

As the respondents as selected only from those who visit the restaurant during the time of 11am-3pm. The result may not be applied to its overall opinion of customers and its other branches.

Results and Discussion

The following table reflects the socio economic status of the respondents contacted for the analysis.

The above table shows that out of total respondents,

- Most of them are under the category of 21-25 years of age
- Most of the respondents are male and are college students.
- Among the other respondents most of them are IT employees whose Income level are found Rs. 41,000 and above.
- Majority of them reside in urban.

Table 1: Socio- Economic Status Of The Respondents

DEMOGRAPHIC FACTORS		FREQUENCY	PERCENT AGE
Age in years	10-15	20	18
	16-20	28	26
	21-25	42	39
	>26	19	17
Gender	Male	67	61
	Female	42	39
Educational status	School	37	34
	College	72	66
Occupational status	Business	26	24
	IT employee	43	39
	Teachers	11	10
	Retired employee	12	11
	Others	17	16
Income level	10000-20000	23	21
	21000-30000	17	16
	31000-40000	33	30
	41000 above	36	33
Residential status	Urban	76	70
	Rural	33	30
TOTAL		109	100

Findings

It is inferred from the above table that out of total respondent majority of them was aware of the Robot Theme Restaurant through Social Media followed by the respondents whose source had been their friends.

Table 2: Sources of Awareness on Robot Theme Restaurant in Coimbatore

SOURCES OF AWARENESS	FREQUENCY	PERCENTAGE
Friends	22	20
Relatives	06	06
Colleagues	09	08
Social media	72	66
Total	109	100

Table 3: Customer Satisfaction on the Overall Service of Robot Theme Restaurant

MEASURES		FREQUENCY	PERCENTAGE
Visiting	First time	102	94
	Often	07	06
Quality	Very high	06	06
	High	15	14
	Reasonable	88	80
Service	Very happy	89	82
	Not interesting	16	15
	Does not match my expectation	04	04
Customer expectation	Greeting customer	27	25
	Speak out food varieties	22	20
	Collecting menus	36	33
	Serve right food to the right order on table	17	16
	User friendly	07	06
TOTAL		109	100

Following are the results inferred from the above analysis:

Frequency of Visit

Out of total respondents 94 percentage of members visited this restaurant for the first time.

Quality

Maximum customers said that it is delicious.

Quantity

Most of them opine that they get reasonable quantity of food for which they pay.

Service

Most of the respondents are happy with their service.

Customer expectation

Out of total respondents more customer expected that ROBOTS must collect menus.

Table 4: Customers Word of Mouth for Improvement In Business

SUGGESTIONS	FREQUENCY	PERCENTAGE
Separate layout	25	23
Aggressive advertisement	39	36
Attractive projection	15	14
Combo offer	09	08
Attractive posters	07	06
Sponsorship	14	13
Total	109	100

Suggestion

Out of 109 respondents more customers suggest to give advertisement. And the customer also suggests to give a separate layout for the ROBOT THEME RESTAURANT. Some of them suggested that the restaurant should project the existence of such a restaurant among the public. They also have suggested to choose sponsoring some common and popular events to create a brand awareness and push up their business. Even combo offers and display of attractive posters are suggested by them to highlight the robotics service in the restaurant and thereby attract and retain their customers.

Conclusion

From the analysis it is observe that the restaurant has not chosen the right place of layout it has not inverted in advertisement too. Further the study realise that majority of respondents are first time visitors. This is an important aspect towards which constrictive measures have to be adopted to attract and retain their customers. Thus artificial intelligence in hotel industries can be need as successful monopolised service and reap returns to the business and deliver fun and happiness to the customers too.

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