SMART APIANO FEEDBACK SERVICE

IoT Projekt

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Video

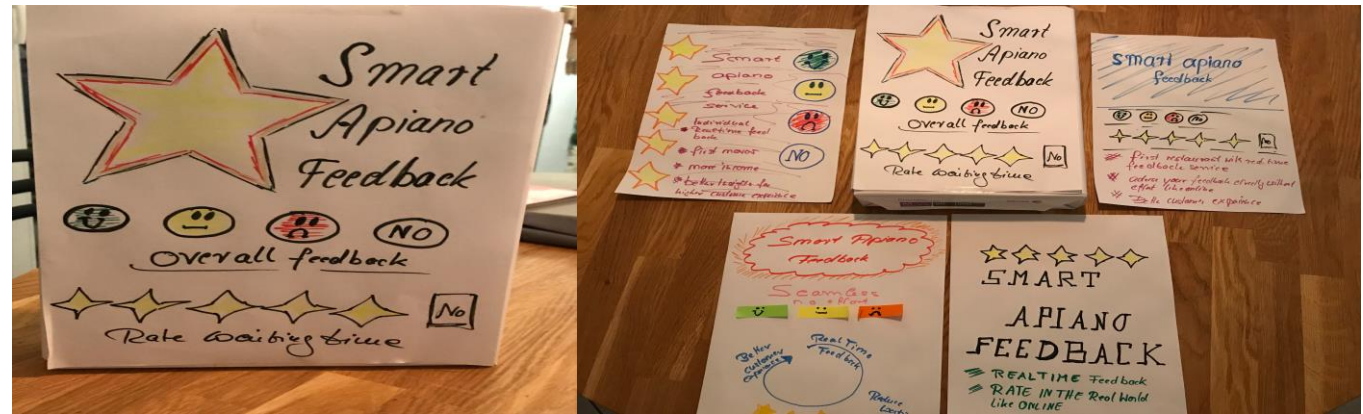https://ibm.box.com/s/ts1cgbarw6ol37zcef9v9s7trwlooefq

Projekt Idea

SMART APIANO FEEDBACK SERVICE

- Create a solution for an embedded feedback service for a self-service restaurant

- Use the existing Apiano Card to order food – additionally feedback is embedded in the regular process

Product Box

„Rate in the real world like online"

\# First restaurant with immediate and embedded feedback service.

\# Delivers Customer data from the real world like google analytics from a website.

\# Better and individual customer insights trigger better customer experience.

\# Better customer experience triggers higher income.

Demo:

„Star Slider" at food counter

https://ibm.box.com/s/xn4iorpfz1sya7hhvsbqw2yqv8vr24fx

Demo:

„Smiley Box"
at check-out

https://ibm.box.com/s/wIle8czzegn5qze888i9gfn452pe2ajq

Outcome

- **Identification of potential for improvement in waiting times:**
  Apiano can associate feedback with the food counter and find out which food stations need more staff to prepare food faster

- **Increase in the quality and choice of the food:**
  Apiano can identify potential for improvement in the food preparation process and optimize the menu.

- **Customers can give feedback without media disruption:**
  The feedback process is integrated into the existing ordering and payment process – customers can give feedback simply, without extra effort and without media discontinuity.

- **Feedback should lead to actions:**
  Customers expect visible actions for improvement after they gave feedback.

Repository

https://github.com/karemi/Piano