

Customer Experience as the New Competitive Advantage in Foodservice



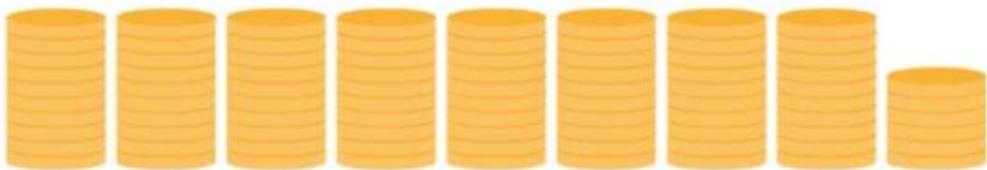
UMassAmherst | Isenberg School
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What is the #1 differentiator in customer purchases?



By **2020**
customer experience will
overtake price and product
as the key brand differentiator

86% of buyers will pay
more for a better
customer experience



What Drives FOODSERVICE CHOICE?

1 CUSTOMER EXPERIENCE 60%
MOST IMPORTANT



Friendly Service



Fast & Accurate



Easy & Convenient

2 FOOD QUALITY 25%
TASTE & FRESHNESS



Great Taste



Fresh Ingredients



Consistent Meals

3 PRICE 15%
VALUE FOR MONEY



Affordable Cost



Good Value



Transparent Pricing

- Loyalty is fragile
- Experience now outweighs price and convenience
- How to build in CXM

Hospitality experience drives sales

CUSTOMER EXPERIENCE DRIVES SALES

In a transaction-based business, sales are driven by good customer experience.

ANNUAL REVENUE INCREASE PER CUSTOMER



SOURCE MEDALLIA ANALYSIS

HBR.ORG

CUSTOMER EXPERIENCE DRIVES MEMBERSHIP

In a subscription-based business, membership is driven by good customer experience.

PREDICTED FUTURE MEMBERSHIP (YEARS)



SOURCE MEDALLIA ANALYSIS

HBR.ORG

Why CXM Matters more than ever



73% of customers
say after one bad
experience they will
not return

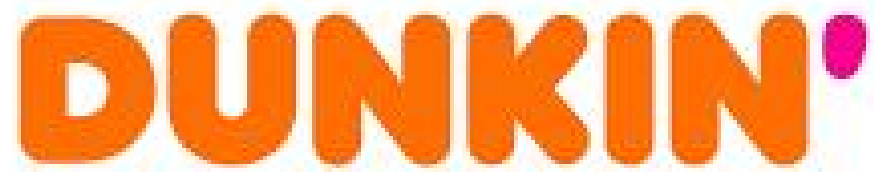


65% will pay
more for a
better
experience



300% increase
in digital
ordering

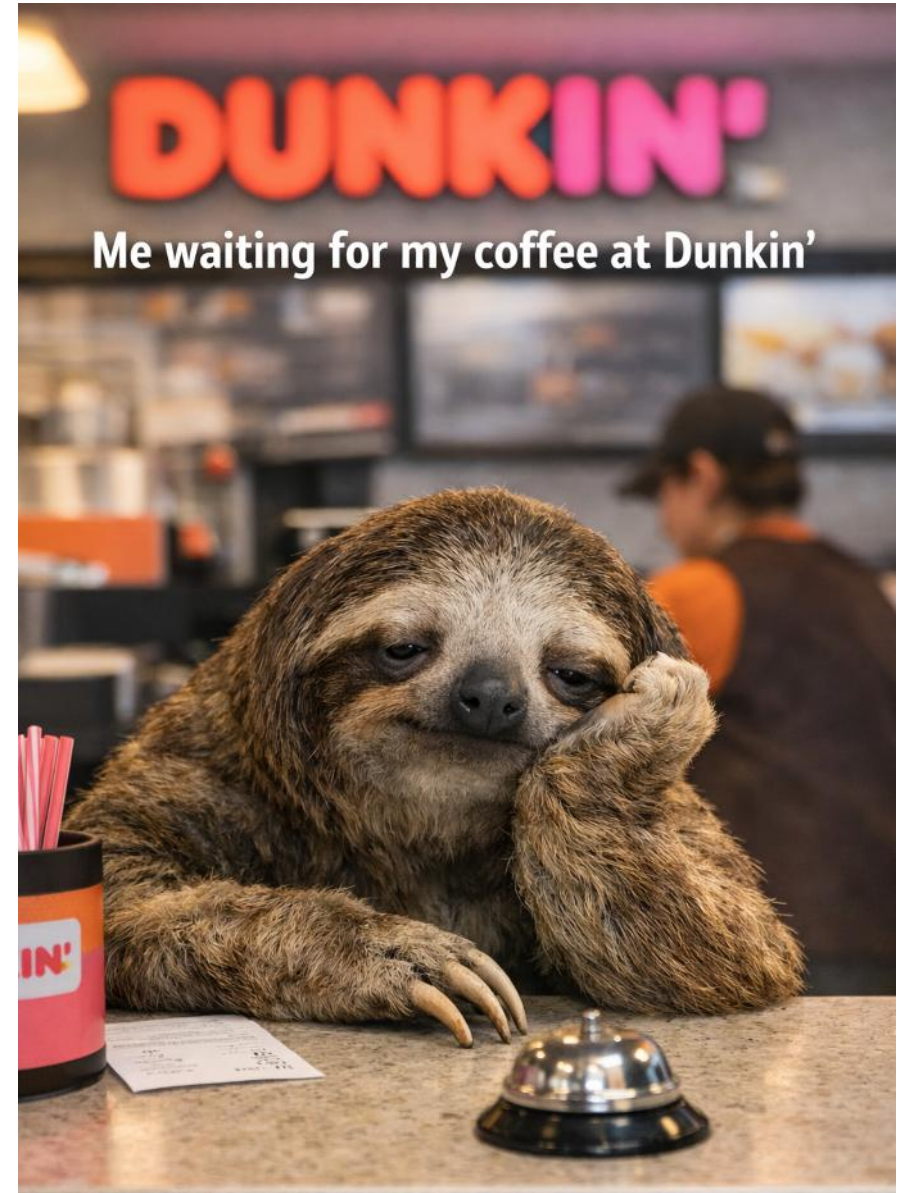
Why is it so hard to get a good experience?

The Dunkin' logo is displayed in a bold, orange, sans-serif font. The word "DUNKIN'" is in all caps, and a small orange dot is positioned to the right of the word, representing the apostrophe in "Dunkin'".

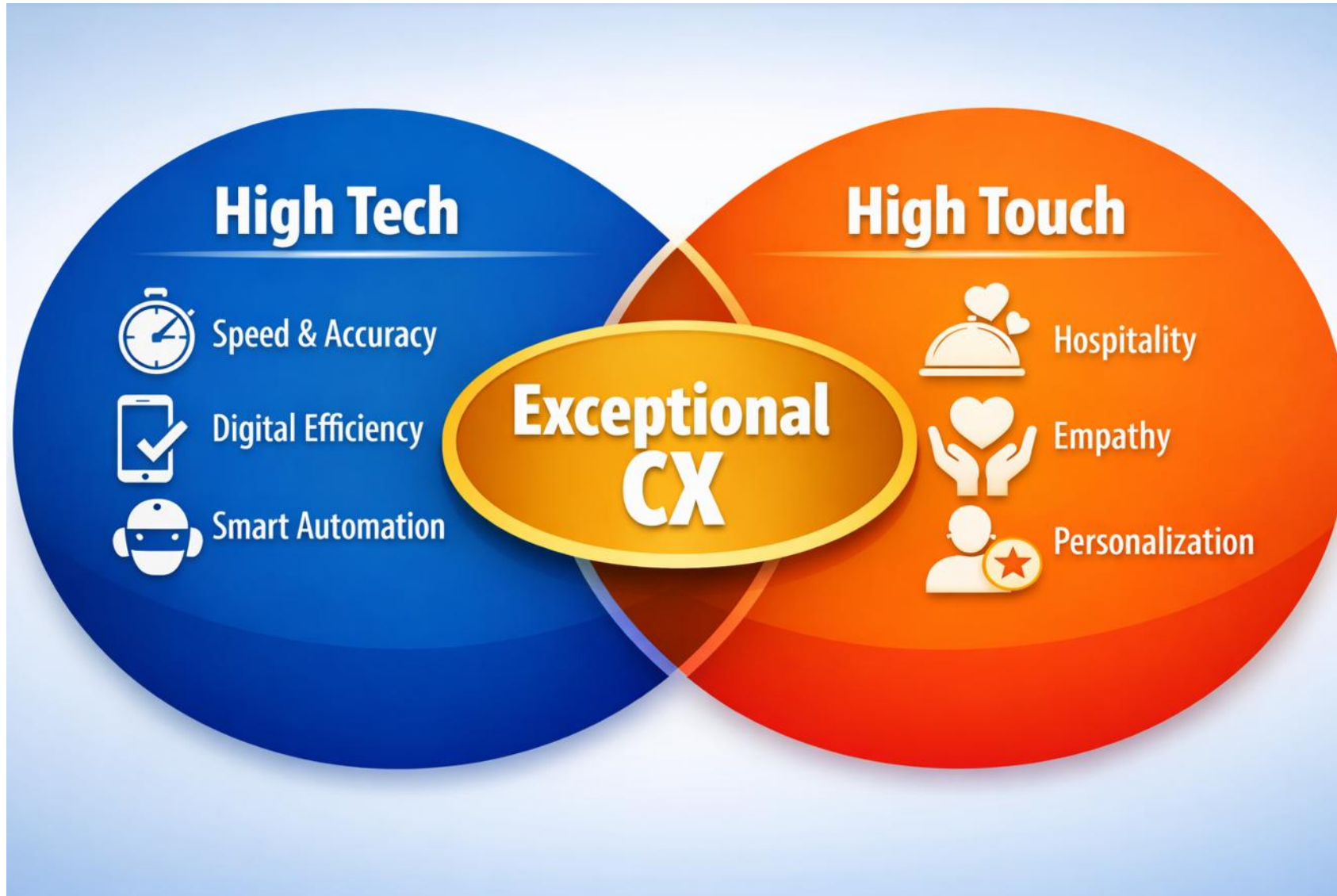
DUNKIN'

The Chick-fil-A logo is shown in a red, cursive script font. Above the letter "i" in "Chick" is a red icon of a chicken head with three wavy lines above it representing feathers. The word "Chick-fil-A" is written in a fluid, handwritten style, and a small registered trademark symbol (®) is located at the end of the word "A".

Chick-fil-A®



High Tech vs. High Touch



Technology that Enhances Efficiency



Mobile Ordering



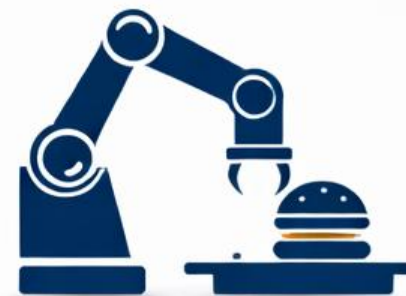
Kiosks



KDS Systems



AI Forecasting



Robotics for
Repetitive Tasks

Smart systems create speed — freeing humans to deliver hospitality.

BUSINESS • 4 MIN READ

McDonald's touchscreen kiosks were feared as job killers. Instead, something surprising happened

SEP 20, 2024 ▾



Faster Orders

Reduced Wait Times



More Sales

Increased Order Size



Better Service

Employee Assistance

Streamlined kiosks boost efficiency and enhance the customer experience.

Starbucks rolls out ordering changes to unify experience across all stores

Kiosks and scheduled orders could be coming to Starbucks cafes in airports, as the chain looks to speed up operations at high-traffic licensed stores.

Published March 25, 2026



Starbucks: Embracing the “Third Place” Experience



Prioritizing community & comfort over automation.

Robots in College Foodservice



High Tech Does not Mean we Eliminate High Touch

Empathy Matters



70%

Prefer Human Empathy

AI Lacks
Emotional Intuition

Emotional Requests



Guests Want
Personal Touch

Anniversaries &
Local Experiences

Human-Led Check-In



59%

Insist on Human Interaction

Warm & Welcoming
First Impressions

Concerns About AI



41%
Worse
Service

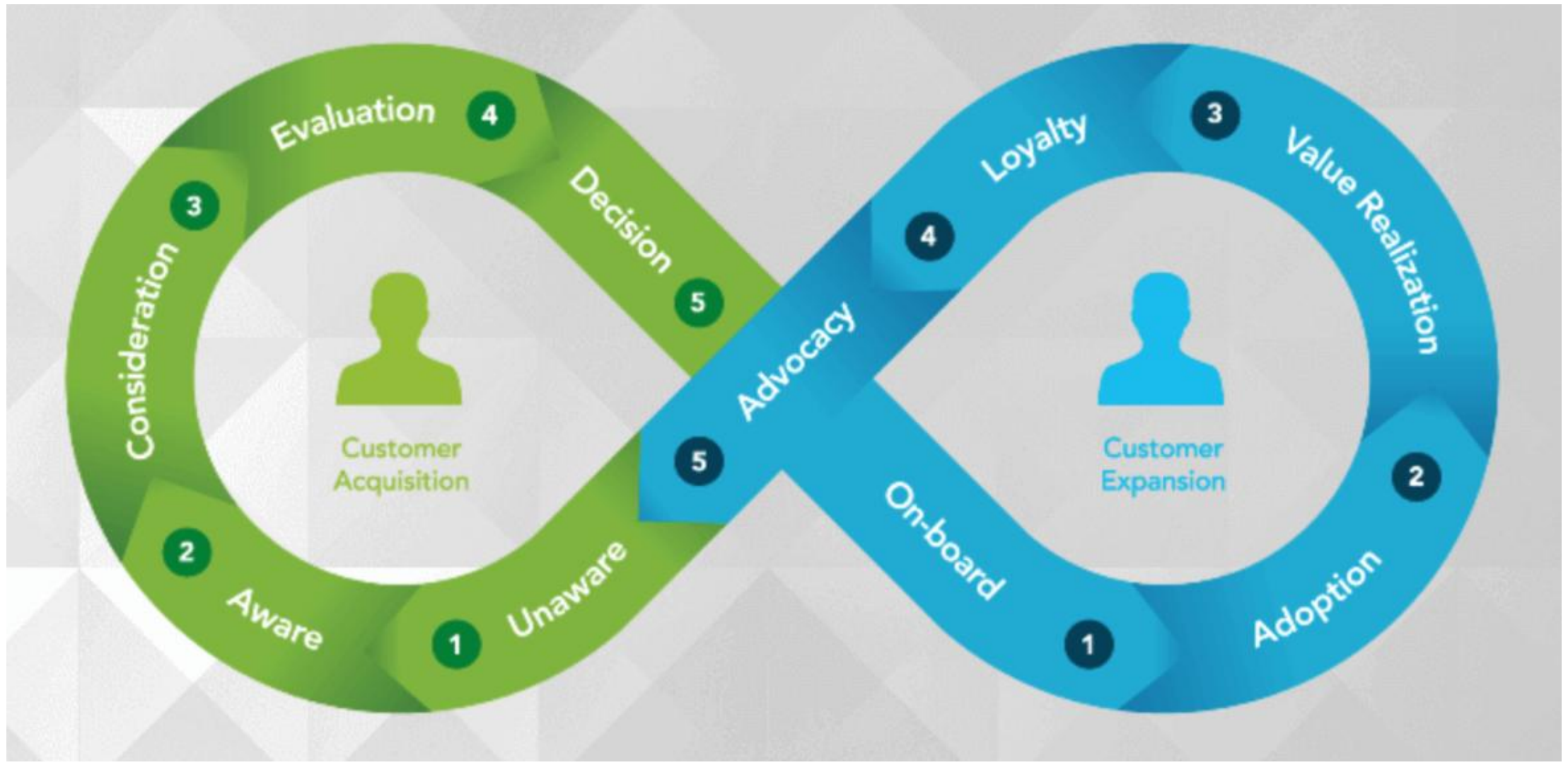
65%
Fear Full
Automation

Risks to Service
Quality

Technology can streamline operations — but humans define hospitality.

Determining what is right for your brand

1. Create a customer experience journey map
2. For your brand experience strategically design high tech vs. high touch



Discovery	Ordering	Preperation	Pickup / Delivery	Feedback & Loyalty
				
High Tech	High Tech	High Tech	High Tech	High Tech
Mobile Apps & Online Search	Self-Service Kiosks & Apps	Kitchen Automation	GPS Tracking & Alerts	Surveys & Loyalty Apps
High Touch	High Touch	High Touch	High Touch	High Touch
				
Social Media	Staff Assistance	Chef Interaction	Friendly Hand-Off	Personal Follow-Up
Experience	Experience	Experience	Experience	Experience

Blending Innovation with Hospitality Excellence.



SERVICE

What you do to someone

VS



HOSPITALITY

How you make someone feel

Bigger picture impact



Quality Dining Drives Recruitment, Retention & Success:

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