

tions in Microsoft Excel. On further advancement of technology, now has come the restaurant reservation management system ResPAK (that we use at Sheraton Grand Bangalore Hotel at Brigade Gateway). It's a well known fact that there is no end to evolving technology, so let's wait and watch what comes next," says Khan.

"Online reservation system has revolutionised the concept of restaurant reservations. The guests can directly log on to the online portal and make/amend reservations as per their requirement and convenience. This has also helped in generating incremental revenue through enhanced reach. With the use of software like Guest Connect the billing system has been streamlined and made more efficient and fool-proof. The software automatically opens an invoice for guests with the number of guests seated once his entry in the restaurant is recorded," adds Prashant Chadha, resident manager, ITC Grand Chola Chennai.

"Food and beverage landscape is experiencing a significant change. Tools like online booking engines, POS systems combining CRM (Customer Relationship Management) software and cloud computing helps reduce costs and contributes to the overall experience. 21<sup>st</sup> century reservation systems help with optimum utilisation of space and time, thus reducing manual intervention and maximising covers. In the current consumer driven environment, the right CRM platform that maintains a full record of customer coordinates, preferences, allergies, consumption trends, special occasions and more for new and repeat consumers helps achieve 100% satisfaction and seamless brand interaction. It also allows streamlining future business generation efforts by periodic direct e-mailers, feedback forums, regular social media updates, mobile consumer engagement and more," says Jilani.

"With the entire world becoming tech-savvy day by day, it is imperative for the industry to adopt technology in all spheres. From reservation to fostering a dining experience, technology aids in creating a difference. With special apps that help stimulate the appetite to selfie-corners for Instagram, F&B needs constant innovation to stay in the game. Though hospitality and the food and beverage business cannot operate without the human element, technology is playing an integral part in enhancing guest experience. In the current scenario people are becoming more health-conscious and technology is helping them understand what they are eating and how much nutrition they are deriving out of it. Moreover, with upcoming apps that educate the customers on what they are eating and drinking, there is more scope of transition from the regular day-to-day food to more



Prashant Chadha, resident manager, ITC Grand Chola, Chennai.



Mohammed Khan, F&B director, Sheraton Grand Bangalore.

2. Persian Terrace at Sheraton Grand Bangalore.

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In order to keep abreast with competitors and to meet expectations of the new-age guest, hotels need to adopt technological advancements in F&B.

innovative molecular gastronomy in the F&B business," maintains Chadha.

"Various apps connected to social networking platforms help in increasing footfalls and efficiencies at hotels. In addition, other aspects like greater personalisation using RFID (Radio Frequency Identification)-enabled loyalty cards, greater real time guest history management, and guest engagement via social network channels like Twitter/Facebook/Instagram/WhatsApp help in shaping the business," he adds.

"E-menu is the current buzzword in F&B. It is picking up gradually in India albeit. There are many pros associated with it. It results in substantial reduction of recurring expense related to paper menu cards. Secondly, e-menus can be changed as and when required without any additional expense associated to it. More importantly, it is proven that the guests nowadays are more comfortable using e-menus. So it is a win-win option in terms of business and from the guest's perspective," says Khan.