

SHFM 2018 CIC Notes - Session One

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- QUESTION: What are the drivers of change?
- RESPONSE:
 - The economy, by drives budgets etc.
 - Work force availability
 - Retirees, etc.
 - Automating our industry
 - Climate change, water availability and other food resources
 - International trade, trade tariffs, metals, etc.
 - Plant based proteins
 - Tele-commuting - how does that impact our industry? By affecting the workplace population
 - E-commerce - affects how we buy and sell. How does that affect our industry?
 - Availability of technology for our guests
 - Ability to order products, provides opportunities to avoid waste, plan productivity and efficiency
 - Price point pressure by presenting challenges to our members
 - Corporate consolidation, vendors consolidating, as well as businesses who are members, could pool populations or possibly grow the population for a given location
 - Pressure from consolidation as well as growth pressure
 - Uber Eats and other delivery services, Peach is a unique example
 - Humane practices for food production, as well as the quality of food. The younger generation is especially dialed into this trend
 - Healthy food trends, as well as food waste
 - How food is being stored? Material health for food storage once it enters a facility
 - What employers are expecting and looking, what will corporations invest to satisfy employees
 - On demand service for today's expectations, speed of gratification
 - Which components will we implement these services
 - And how do we measure the success and mine the data
 - Future currency and pay apps/software
 - Transactions, what do these services do?
 - The same as cash
 - Look at what they do
 - Cryptocurrency is not regulated, it's about control and awareness

- Apple pay, and other apps – about efficiency – convenience
 - About the user experience
 - Tracking the data
 - Speed and convenience
 - Changes and benefits, can look at your operations from a global perspective, payment systems are global
 - Credit card of choice for awards like points
- Interface of data and mining information, credit card transactions and contract management company data
- Impact on labor
 - Labor availability
 - Mobile order – new strain on the actual operation, consider how the back of house will handle this, sub-optimization
 - Can automate to a high level, it can be optimized. How do we consider the downstream effect of this...by sub-optimizing
 - International organizations have reduced the amount of communication, but all demographics need to understand how to use the technology
 - Innovation presents the challenge of personalization. This has a profound impact on our service providing
 - Does society want less personal interaction?
 - Younger generation wants less interaction
 - Engage in a different approach, the approach will not be traditional
 - Measure of the success of your approach
 - Lack of interaction could also be a downside
 - Measurement is important
 - Will artificial intelligence will affect the industry?
 - Automation and robotics
 - This will help on the labor side
 - Speed cooking equipment
 - Flexible space will need to have the infrastructure to support the flexibility
 - Self-checkout must be refined
 - Unless you bar code everything, the self-checkout will not work
 - The lines for self-checkout vs. staffed checkout
 - Self-checkout will be perfected, in time
 - The cost of bar coding is relatively high, it will need to improve

- Manage your diet through apps, and people will be able to import this information automatically on their own. Allows us to create efficiency and to provide the service to the end user
- Speed of transaction:
 - Alexa and other like technologies
 - The more specific you get, the more right and perfect you will need to be
 - There is a moderation of a varied audience, keep that in mind
 - Airports continue to evolve, example Newark Airport. Kiosks and wait staff are both provided. The grab and go has little wait staff
 - Balance of technology and service, hospitality is based on how you feel. Will there be a technology wave and that eventually returns to a more service environment? The trend will likely shift back and forth. The dining experience cannot be lumped together with other technology services (example buying toilet paper)
 - Situations may drive the environment for technology vs. service
 - Challenges with execution the technology and service, trying to be all things to all people
 - Brand will play into the execution of these items
 - Hospitality layoffs at universities protested by college students
 - How do we create a hospitality driven experience when customers do not want to interact with a service person, hotels are dealing with this challenge? Ghost restaurants, pop ups and other concepts may enhance menu offerings
 - Education is a good testing ground, how do we use these technologies
 - A lot of overthinking may be going on, we must think about who we are. Technology will be important, but we must look more internally to determine your identity

- 100 percent of anything will not solve the problem, but we must focus on improving the customer experience
 - Become excellent at whatever you are doing, deliver on your promise
- How do we define flexible space?
 - What is beneficial?
 - Example, white boards vs iPads
 - Opportunity to reduce real estate footprint
 - Fixed seats may not be provided, work from home, needs are changing
 - Multi use seats and space
 - Virtual PCs, log in from anywhere
 - Flexibility to move around, do employees want this?
 - What are employees looking for in the work space?
 - Idle space is wasted space
 - Flexibility in our structure allows us to change
 - Renovation is expensive and the money is not always readily available
 - Are we serving and doing what we were doing 20 or 30 years ago? Corporations want to use the space for that period of time. Capital availability is a driver of change.
 - Large empty lobbies are a thing of the past. Meetings can be held in lobbies and cafes. Work doesn't have to be in an office.
 - Multi-use of expensive space, very important
 - Managing different day costs out of the same space
 - Management wants a 20-year life of spaces. Project level management is not always managed well.
 - Designing the best process, designing up front and optimize the design from all aspects
 - Military is being much more innovative with their spaces, using them for multiple purposes
 - Food spaces can be used as event spaces, mobility of space is very important
 - What would you have to think about before designing these spaces
 - Data on customers
 - Define the needs of varying customers
 - What does the space need to do?
 - Example, not building in the condiment station in a fixed location
 - Staying involved in the project process and looking of opportunities to include other functions through collaboration of the parties

- Involve all parties, get input