2590 Use Technology to Make It Easier to Be Human

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The goal is never to replace the human. It's to free the human.

The moment your technology makes a Guest feel like they're dealing with a process instead of a person, you've engineered hospitality out of your own restaurant.

This is the line most operators don't see until they've crossed it. They automate the ordering process and lose the server's ability to read the table. They implement a reservation system that's efficient but cold. They add self-service kiosks that eliminate the greeting — the one moment when a Guest walks in and decides, in three seconds, how they feel about being there.

Technology should reduce friction, not replace warmth. It should free your team to do more of the human work, not less. If your technology is making your operation more efficient but less personal, you've made the wrong trade.

Compare two servers. One carries a handheld device that handles the mechanics while they stay at the table, looking the Guest in the eye, reading the room. The other is gone the moment the order is taken, routed back through a terminal bolted to the wall. The first server is using technology to enable hospitality. The second is using it to escape the table. Same technology. Different choice. Different Guest experience.

Enable the human. Don't supplant them.