2595 A Word on AI

Product Book · https://kb.jeffreysummers.com/docs/2595-a-word-on-ai/

Artificial intelligence is everywhere right now, and the restaurant industry is no exception. AI-assisted scheduling. AI-powered inventory management. AI-generated marketing content. AI that analyzes Guest feedback, predicts demand, and optimizes your labor model in real time. It's here, it's accelerating, and operators are going to have to make decisions about it whether they're ready or not.

The framework doesn't change.

AI is technology. The same three questions apply. What specific problem does it solve? How will you know if it's working? What does your team need to use it effectively? If you can't answer all three, you're not ready — regardless of how impressive the demo is.

Where AI earns its place is in the work that happens behind the scenes. Pattern recognition. Labor forecasting. Inventory variance alerts. Sentiment analysis across your reviews. These are tasks that eat management time and produce better results when a machine does the analysis and a human makes the decision. That's the right division of labor. AI does the heavy lifting on data. You do the thinking.

Where AI doesn't belong is in the Guest relationship. An AI that responds to Guest complaints, generates personalized outreach, or manages your social media presence is removing the human from the one place the human is irreplaceable. Your Guests can tell. They always can. Efficiency in the Guest relationship isn't a feature — it's a failure.

Use AI to make your leaders sharper, your operations tighter, and your decisions better-informed. Don't use it to replace the conversation, the connection, or the moment of genuine human care that keeps Guests coming back. Enable, don't supplant — and that applies to AI the same as it applies to every other tool in the stack.