# Improve Customer Experience with Expectation-Management

## Challenge
- On-site wait time is too high during busy periods
  - Must communicate accurate times to customers
  - Poor projections impact customer experience
  - Customers abandon reservations due to frustration
- Heavy check-in staff overhead
- Self-service kiosk pilot unsuccessful
  - Too many variables for previous model to handle
  - Lack of model explainability made it hard to tune
- Brand and revenue impacted by poor experience

## Solution
- Visual/collaborative platform for model building
- Automatic feature engineering found hidden insight
  - Surprising predictive variables for wait time
- Quickly prototyped and compared multiple models
- Model Ops used to see and prevent drift
  - Compare performance of champion/challenger
- Predictive models drive automation of process
  - Real time predictions delivered via web services
  - Integrated with kiosk interface

## Impact
- Incremental revenue increased
  - Higher utilization of facility (food, beverage, etc.)
  - Fewer abandoned reservations
- Customer perception and loyalty boosted
  - Able to plan around more accurate wait times
- Realize the ROI of self-service kiosk investment
  - Allocate resources more efficiently and cut staff overhead
  - Reducing hostesses by 2 employees/location/weekend
  - All US locations for 50 “weekends”/year
- Resulted in staff cost savings ~$2M

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**Problem type:** Regression

**Universal relevance:** Sometimes aspects of your product or service delivery are out of your control, which can lead to bad customer experiences. Accurately forecasting customer service times with AI mitigates risk and improves customer satisfaction.