Modern Restaurant Management, U.S.: Cognizant's Vice President, Travel and Hospitality, Explains How QSRs Can Harness AI for Customer Engagement

"AI-driven personalization will soon become mainstream in the food service industry," writes **Joseph Rajadurai**. "The new QSR leaders will be those that apply this powerful technology to turn insight into action and continuously introduce new ideas and innovation to market."

Excerpts from Modern Restaurant Management's article:

"While still in its infancy, make no doubt about it: personalization, enabled by AI and Machine Learning, will soon start to take hold in the quick service restaurant (QSR) industry just as it has in retail and other consumer-facing industries. Just by the sheer nature of its business, QSRs have access to a treasure trove of data about its customers and their preferences. With the right strategy, QSRs can harness this data and use it to engage consumers with customized experiences, as well as use it to optimize their operations. Here are some critical considerations for getting started:

1. Understand your customer and follow their lead
2. Invest in systems that enable personalization
3. Modernize and automate restaurant operations and use insights to drive continuous improvement
4. Make innovation a priority"

Click **here** to read more.

https://news.cognizant.com/2019-06-11-Joseph-Rajadurai-Explains-How-QSRs-Can-Harness-AI-for-Customer-Engagement