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Technology 2 Min Read

# Technology adoption will accelerate in the food service business post Covid-19: Kumar Vembu

GoFrugal has introduced two mobile apps - ServeEasy and OrderEasy - during Covid-19 to enable its B2B customers to continue with their business complying with the new protocols. Kumar Vembu, CEO, GoFrugal, believes the new normal will accelerate technology adoption in the food service sector like never before.



P Krishna Kumar • ETHospitalityWorld

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When the market was upbeat and growing at a fast pace, no one bothered about sharing the pie with multiple partners for the business they were getting. But the Covid-19 has turned everything upside-down. The dine in business is zero and the online delivery is also down by over 50% after the lockdown. In the current situation, people in the food business are not in a position to share the revenue with multiple partners. They want to reduce the dependence on aggregators and delivery partners so that whatever little business that they get remains in their kitty.

“GoFrugal as a 100% omni-channel partner is trying to help restaurants achieve that goal,” says Vembu. GoFrugal has recently launched two innovative applications for its customers to deliver service as per the new normal of social distancing and safety and hygiene. The ‘ServeEasy’ app enables customers to place orders through a QR Code and pay online. “It’s a contactless ordering application,” Vembu said. The other

application - OrderEasy - is a delivery app which enables restaurants to manage their online delivery business themselves. It allows consumers to track the whole delivery route, the time for delivery, etc. “So many restaurants wanted their own app for delivery so that they can save on the revenue loss,” he said.

Vembu do not expect large scale adoption of these tools right away. Because the entire food service business is in a shambles right now. “It’s uncertain times. Restaurant business is highly impacted because of the Covid. The owners are in a wait and watch mode right now. The priority now is to get the lockdown lifted before them,” Vembu added.

However, the food service businesses cannot ignore the role of technology and automation for long, he believes. They have to automate their processes to reduce cost for survival. With most of the front-end services going contactless, restaurants would not require so many guest-facing staff, Vembu says. Technology will take over to make sure most of those responsibilities happen contactless at the same time in a seamless fashion.

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“We are very strong in customer relation management, inventory management, predictive analysis, etc. This will help food service businesses to reduce the inventory wastage to a great extent,” he stated.

Established in 2005, GoFrugal has solutions for the retail sector as well as

the hospitality sector. “Pizza Corner was our first customer for our hospitality solutions,” Vembu said. GoFrugal offers a complete computing and communication package for restaurants. Today, the company boasts of a customer base of 30,000 across 75 countries in Africa, Middle East and SouthEast Asia. Out of this 26,000 customers are in India.

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