63. E-MENU FOR FOOD ORDERS IN THE HOTEL ROOMS

A. Riabenka,
N. Drokina

National University Of Food Technologies

Nowadays there are 160 hotels with a total room fund of 11 thousand rooms in Kiev. They also include 9 branded hotels with over 2,1 thousand rooms: Hyatt, InterContinental, Fairmont, two Radisson, Hilton 4, which was opened in 2014, 5 Holiday Inn, Ramada and Ibis. Nowadays Hilton Hotel is among the five best hotels in Kyiv.

Now it's very important for being successful and being on the first place among this huge number of hotels to create and use innovating product. The idea of e – menu helps Hilton Hotel to be unique in the hotel industry in Kiev.

Hilton Hotel in Kiev (Hilton Kyiv) – is a five-star hotel in Kiev of Hilton international chain. There are 262 rooms in hotel, a restaurant, bar, business center and more. The computer system provides the control of all hotel systems ("Smart Home").The main segment of consumers at Hilton Kyiv are business travelers, the ratio of foreign to domestic customers: 40/60%. The total number of orders into the room for the month (February 2015) is 277, while the number of orders in the restaurant during the same period is 2708. The percentage of income from services of Room Service – 10% of the total revenue of the department Food & Beverage. The total Revenue of the department – 497 639 UAH / month; Incomes from services "Delivery into the room" - 47000 USD /month. An average bill during the order "Delivery into the room" is 656 UAH. Number of failures: an average for 100 orders - 3 failure, ie about 8 failures per month.

E-menu is a system of orders, allowing the visitor to get acquainted with the assortment, which is offered by the department of «Food and Beverage» using your tablet or mobile application without the help of the waiter. In modern interactive menus, customers can make automatic orders in a real time , check their current account, to order food or drinks one more time (tabl.1).

Table 1

The functionality of the electronic menu

Type	Functional tasks
Main menu	Possibility to select the language for making order
Order	Allows to order any dish from the menu of Hilton cuisine
Create your own dish	Possibility to refuse from certain ingredients in dishes vice versa to double these ingredients
Display the information about the ingredients of dish	Displays information about the ingredients which are included and their energy value
Shop cart	Displays a list of dishes ordered by the guest, the cost of these dishes and the total bill.

Clear and prompt execution of orders is always the key of high profitability in the restaurant business. The institution equipped with eMenu, by ordering more and more without feeling discomfort associated with lack of time, lack of understanding or compression of menu. Orders of the customer are instantly received by Room Service, waiter and the kitchen. Thus the probability of an error in the order is reduced to zero, and your guests will be served exactly the dish or drink that he ordered.

Table 2

Advantages and disadvantages of electronic menu

Advantages	Possible disadvantages and risks

| Time saving. This guest receives an instant high quality order. Reduction of costs. The electronic menu allows you to save money on changing traditional menu in case of change in prices or the range of services. In order to change prices you need to reprint menus and necessary expenses are 37,000 UAH. The increase in average bill. Placing colorful food photos with details of ingredients attracts attention and stimulates purchase (the average volume of orders increased by 10%). Simplification of process of communication (guest - staff) help to minimize the number of failures of guest`s orders. | Expenditure side of technical issues. Not all visitors can understand the interface. Oversized costs for equipment and installation. Time and financial expenditure for organizational and technological changes in the service. |

There are three ways of introduction of E-menu for Hilton Hotel Kyiv (tabl.3).

Table 3

Analysis of options for installing the E-menu for Hilton Hotel Kyiv

Options for establishing the e- menu	Characteristic of the option	Advantages	Risks
Placing e-menu in TVs in the room	Electronic menu are in the TV in room in the "deals of the hotel". Guest using TV remote can choose a meal and order it without calling to Room Service.	Opportunity to look thought the photos of the dishes on a "large screen". Smart TVs are already available in the rooms, so there is no need to spend money on their purchase.	Big expenditures of on technical issues. The complexity of the repair, of the TV if it breaks, because the service canter is located in Moscow, there is no representative in Ukraine
Tablets in the hotel rooms	Electronic menu is installed on the tablet, which is available in the hotel room. The visitor chooses dish and makes order by touching the screen of device.	Easy to use, saving time during making an order (you should only turn on the tablet and choose the desired dish)	Tablets must be purchased; not all guests will understand the interface.
Advertise of application while connecting to wi-fi	A specially created mobile application of E-Menu for phones and tablets	The guest can download an electronic application menu on phone and tablet by himself.	Not all guests might want to spend time on downloading mobile app.
Online personal cabinet	Web-page on the web-site for choosing and making order. 2.The private client cabinet to make the order.	The customer saves time on order and minimize communication channels.	Weak knowledge of customers how to use additional services, the risks of technical failures in case of no internet or wi-fi in the room. Time for registration of the client in the private cabinet, technical limitations of the website

Implementation of electronic menu will help to obtain competitive advantages for Hilton Kyiv. The positive experience of implementation of electronic menus in activities of world hotel networks suggests rationale for the introduction of this technology to improve innovation, mobility, efficiency in customer service. Thus, among the users of electronic menu – are restaurants: PlanetHollywood, ParkAvenue, SOHO, TJI Friday's, Fish, BurgusBurger, PlanetSushi, Hotel Hyatt, CrownePlaza and others.