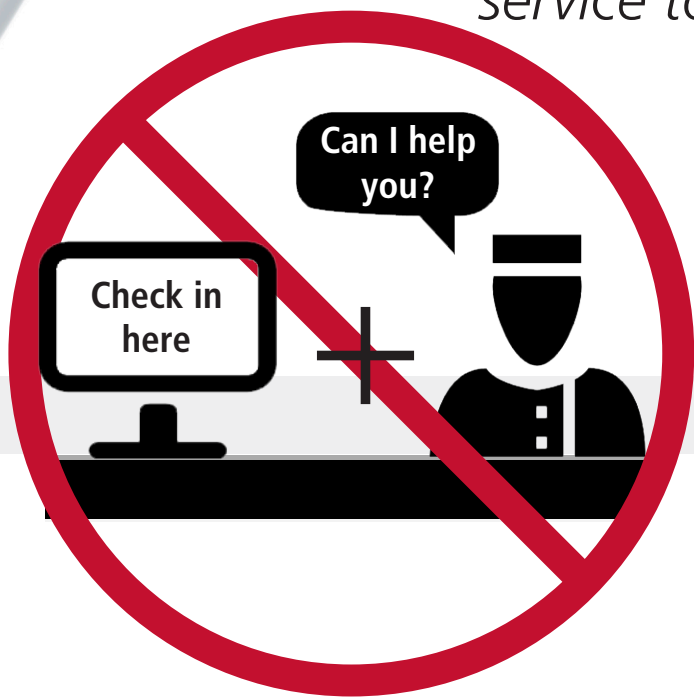


Cornell study connects:

CYBORG SERVICE

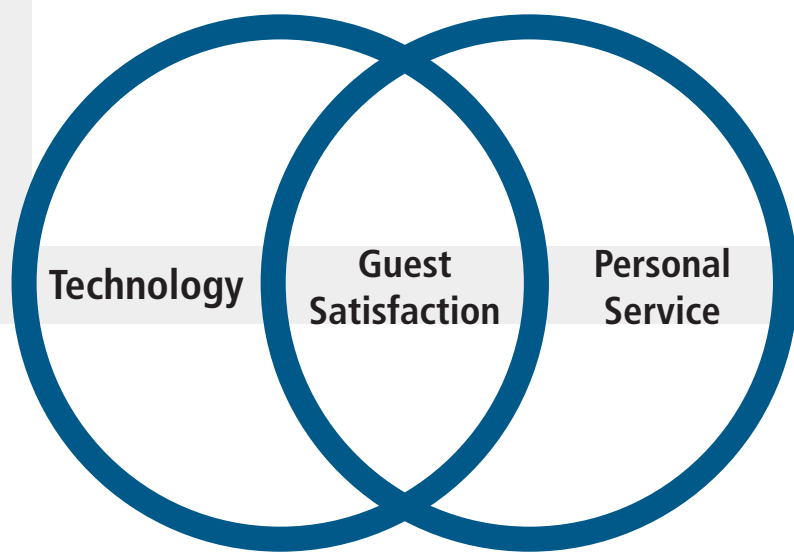
TECHNOLOGY & GUEST SATISFACTION

How to combine technology with personal service to maintain guest satisfaction.



Guests don't want their attention divided between technology and a frontline agent.

Create a 'social space' between technology and the frontline agent so guests don't feel awkward about not interacting.



Make sure the guest, the employee, and the technology work together appropriately.

When guests are using **technology**, the employee needs to give them **psychological** and **physical space**.