Case 01 Human Robot Service Recovery

Case 01: Human-Robot Service Recovery in Upscale Dining

Context
A luxury restaurant piloted a service robot for routine table updates and delivery support. During a peak-period service failure, the robot issued a scripted apology while human staff were delayed.

Decision Problem
Should the property retain a robot-first recovery sequence or shift to immediate human takeover for high-emotion guest complaints?

Learning Objectives
1. Evaluate apology style effects on perceived fairness and retention intention.
2. Compare human and robotic recovery performance under emotional pressure.
3. Design a hybrid escalation protocol for service recovery.

Discussion Prompts
1. Which failure moments should be fully human-led?
2. How should escalation from robot to manager be triggered?
3. What KPIs should be tracked over 90 days?