

Case 02 Ai Upselling Credibility

Case 02: AI-Assisted Upselling and Credibility Effects

Context

A hotel F&B team introduced AI-driven menu recommendations through kiosk and server-assist channels. Uptake increased, but guest trust varied by communication style.

Decision Problem

How should managers balance personalization gains with credibility and transparency in recommendations?

Learning Objectives

1. Analyze source credibility in technology-mediated persuasion.
2. Test message framing alternatives for upselling outcomes.
3. Develop ethical guardrails for recommendation systems.

Discussion Prompts

1. When does AI assistance improve guest value versus perceived manipulation?
2. Which communication scripts should be standardized?
3. How should teams report transparency to guests?