

AI from the Operators Perspective

FEA Industry Conference 2025



Building UnfAIr Advantage

<https://projektrising.ai>

Why now?

78% of businesses globally now use AI in at least one function

45% of businesses have deployed AI in 3 or more functional areas

83% of companies globally now class AI as a strategic priority

[\(McKinsey Global Survey, March 2025\)](#)

[\(Hostinger, AI in 2025, May 2025\)](#)

[\(Exploding Topics statistics, July 2025\)](#)



Why now?

49% of businesses have decreased service-operation costs

71% report revenue increases where AI is deployed

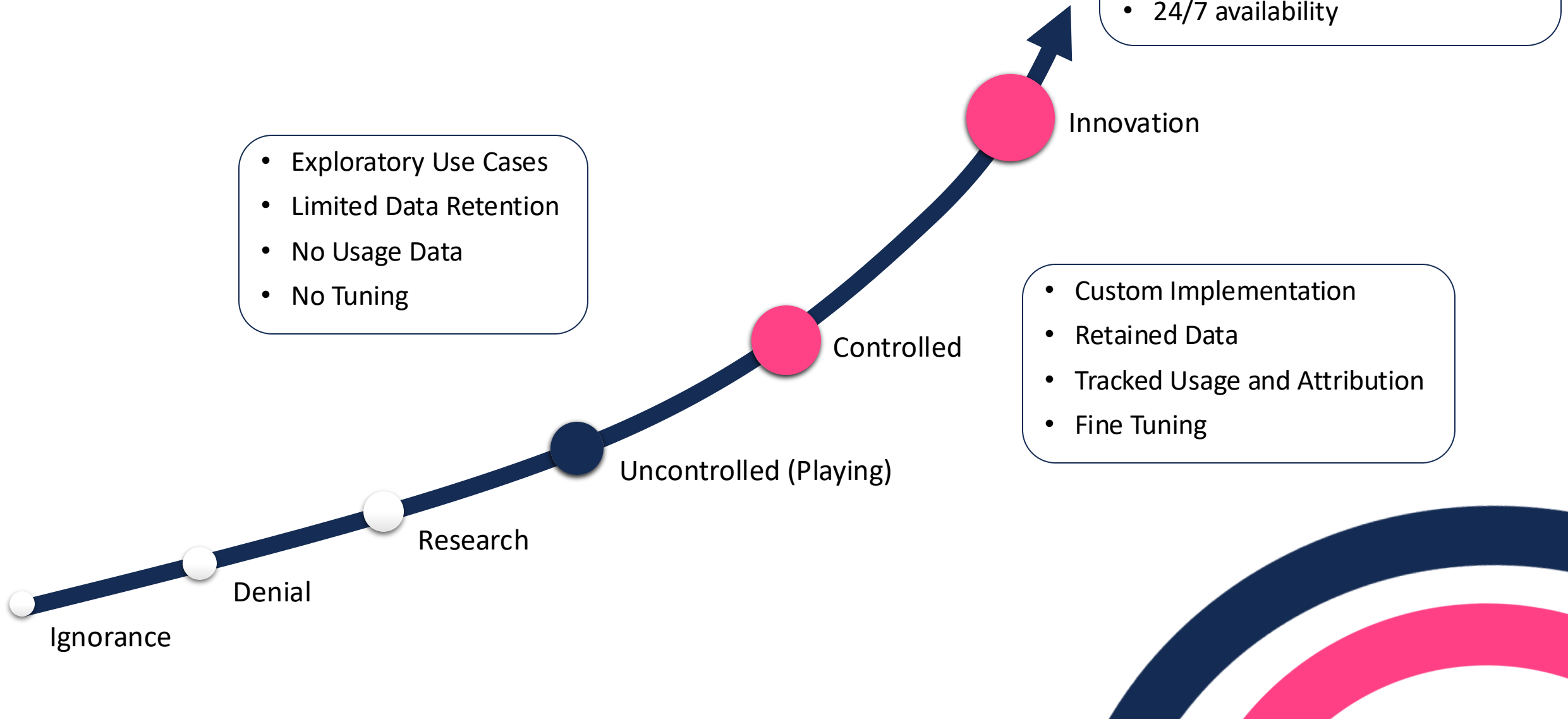
1% of firms consider their AI initiatives fully “mature”

[\(Hostinger, AI in 2025, May 2025\)](#)

[\(McKinsey workplace report, January 2025\)](#)



AI Adoption



...

Humans use tools to do things,
If you give humans a new kind of tool,
that can do things you couldn't otherwise do
...imagine the possibilities!

Geordie Rose (D-Wave Systems / Kindred AI / Sanctuary AI)



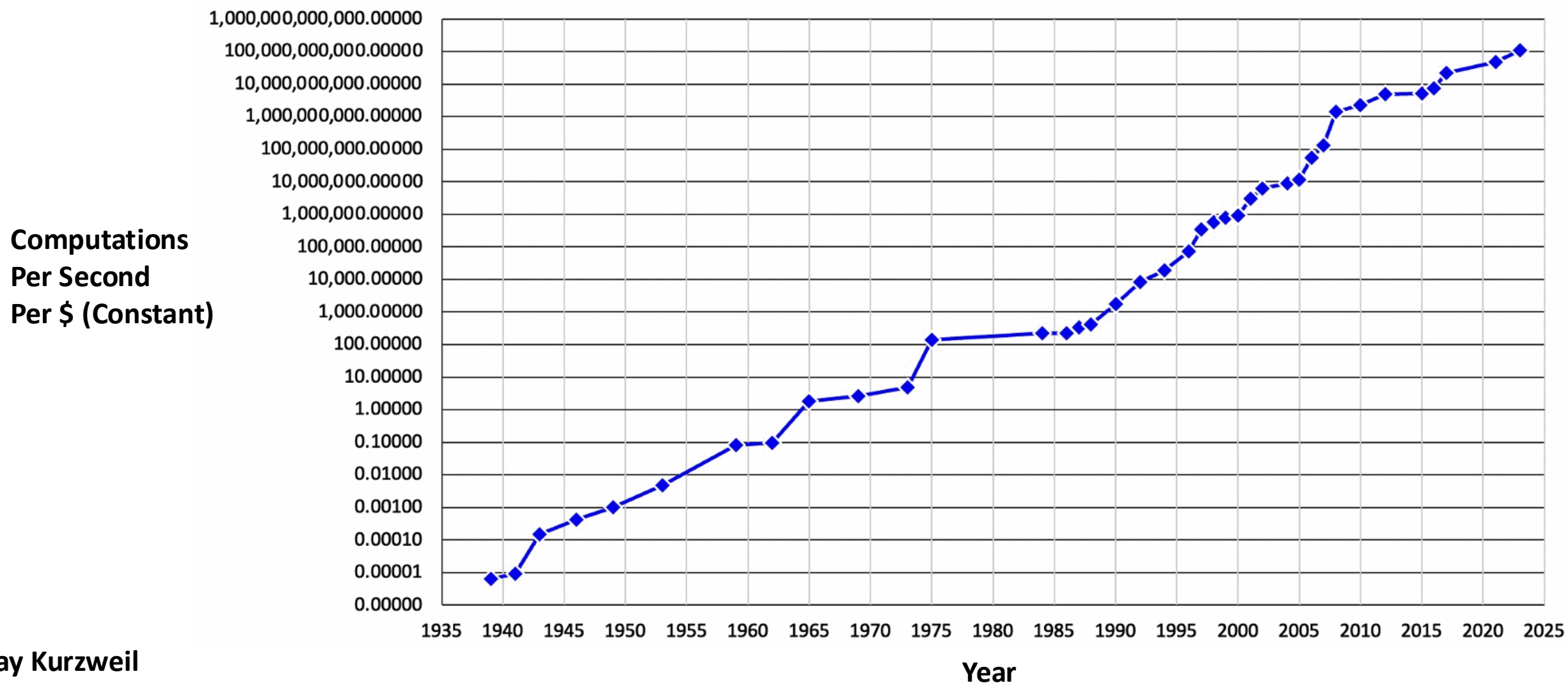
State of AI



Cost of Compute

Price-Performance of Computation, 1939-2023

Best achieved price-performance in computations per second per constant 2023 dollar



Multi-Modal?

Text

Analyses and generates
written language

Audio

Interprets and
Synthesises sound



Image

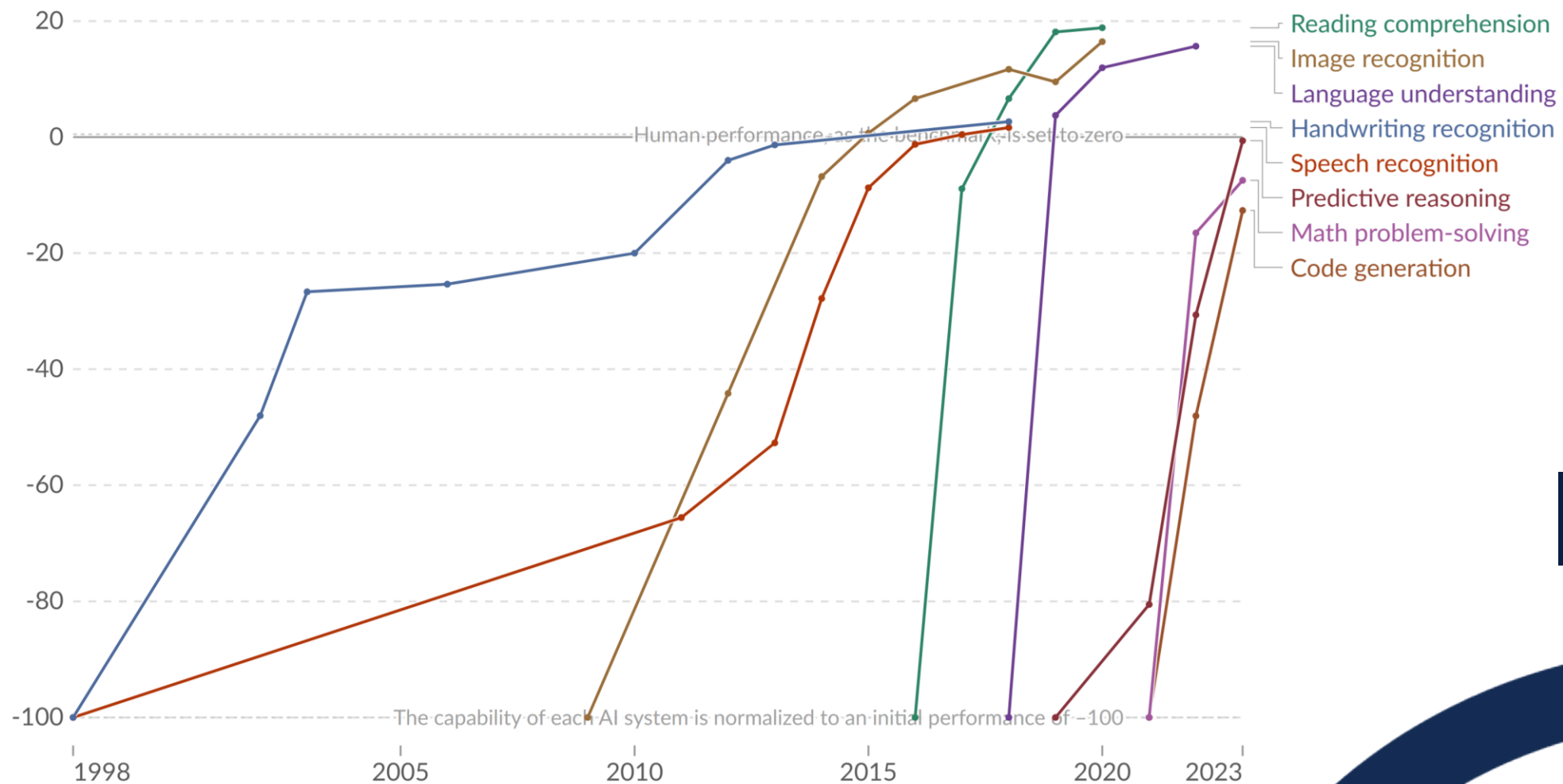
Recognises, processes
and creates visual data

Video

Understands and
creates moving visuals



AI Capabilities



Data source: Kiela et al. (2023)

Our World
in Data

Just because you can...



How are Operators using AI now?



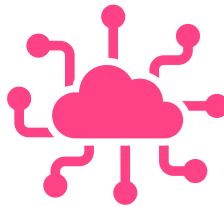
MARKETING

Create on brand Marketing and Social Content ready for
Human review before automated scheduled posting



PROSPECTING

Identify target customers, establish key decision makers and contact details, prepare and schedule outreach



ENQUIRY & BOOKING

Handle Multi channel enquiries, capture key data and connecting to booking and management systems



TELEPHONE AI

Accurately make and receive calls, capturing key data and connecting to booking and management systems



REPUTATION

Automatically respond to reviews as they happen, escalating where required, praising supports and managing complaints



CORPORATE SALES

Review Historic Visitor Data, Identify Patterns, Craft Outreach
targeting Corporate Accounts, Contact decision maker



What do Operators actually ~~care~~ worry about?



Operator Motivation



Sustainability



Operator Motivation

Cost to Acquire

Finding Staff

Cost to Operate



Retaining Staff

Uptime



Reliability

Lifetime

Reputation



AI, Operators and You

- Uptime and reliability, fewer breakdowns, faster fixes
 - Consistency and quality, same result across sites and shifts
 - Food safety and compliance, temperature logs, allergen controls, audit trails
 - Labour efficiency, quicker training, easier shifts, safer work
 - Energy and water, lower bills per cover, sustainability reporting
 - Integration, equipment that talks to POS, inventory, delivery platforms, BMS
 - Data rights, who owns machine and recipe data
 - Security and resilience
- 

AI in Food Service Equipment



Connected Kitchens that pay back



- One platform view across brands, equipment health, food safety, and energy
- Menu updates, alarms, and rules running across estates

Predictive Service and Parts



- Telemetry plus history predicts failures before they happen
- Remote triage reduces callouts, improves first time fix
- Parts prediction tightens stock and shortens downtime

Food waste analytics with vision



- Smart scales and cameras track waste by item and time of day
- Kitchens adjust production and recipes
- Holiday Inn London Bloomsbury cut waste by 34%

Demand controlled kitchen ventilation



- Sensors modulate extract and supply to actual cooking load
- Halton have demonstrated a 51% energy saving
- Often delivers quick payback and quieter kitchens

AI in design and quality



- Generative design reduces weight while keeping strength.
- AI driven inspection catches defects early
- Digital twins model serviceability before you cut metal.

Lessons from Voice AI Deployments



- Automation succeeds when accuracy & fit are proven
- Some high profile voice trials were paused after mixed results
- Focus on clear payback and reliable data

Don't Sell AI, Sell...

ROI!



Future Trends



Future Trend: Autonomous Scheduling



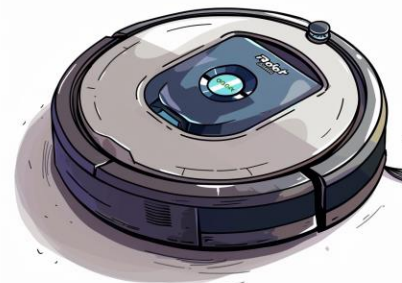
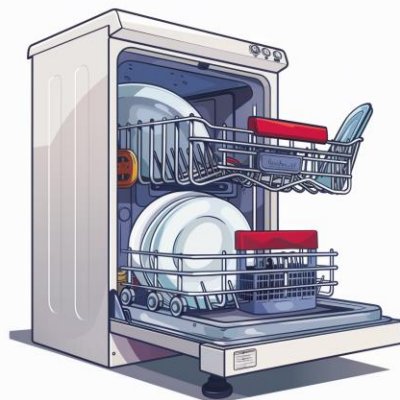
- AI will schedule production around labour, parts, and tariffs
- Factory systems will coordinate with supplier data in near real time
- Early adopters gain throughput and lower utility spend

Future Trend: Circular design and proof



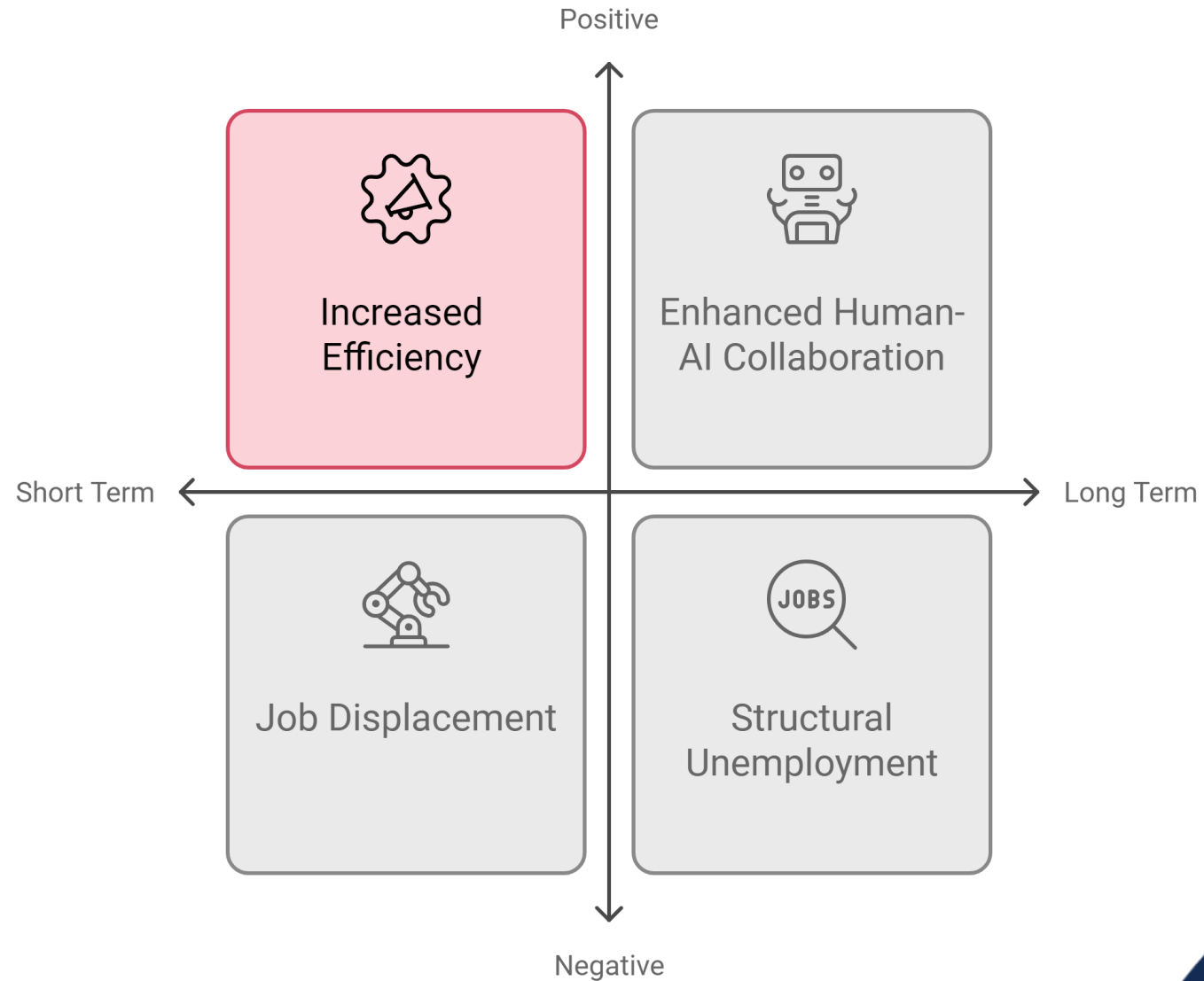
- Design for service, reuse, and end of life recovery becomes standard
- Embodied carbon claims need consistent methods and data
- In use requires aggregated duty cycle data

Robots





Jobs





Ban AI

In the 15th century, the printing press was a revolutionary technology that transformed the spread of information, knowledge, and ideas.

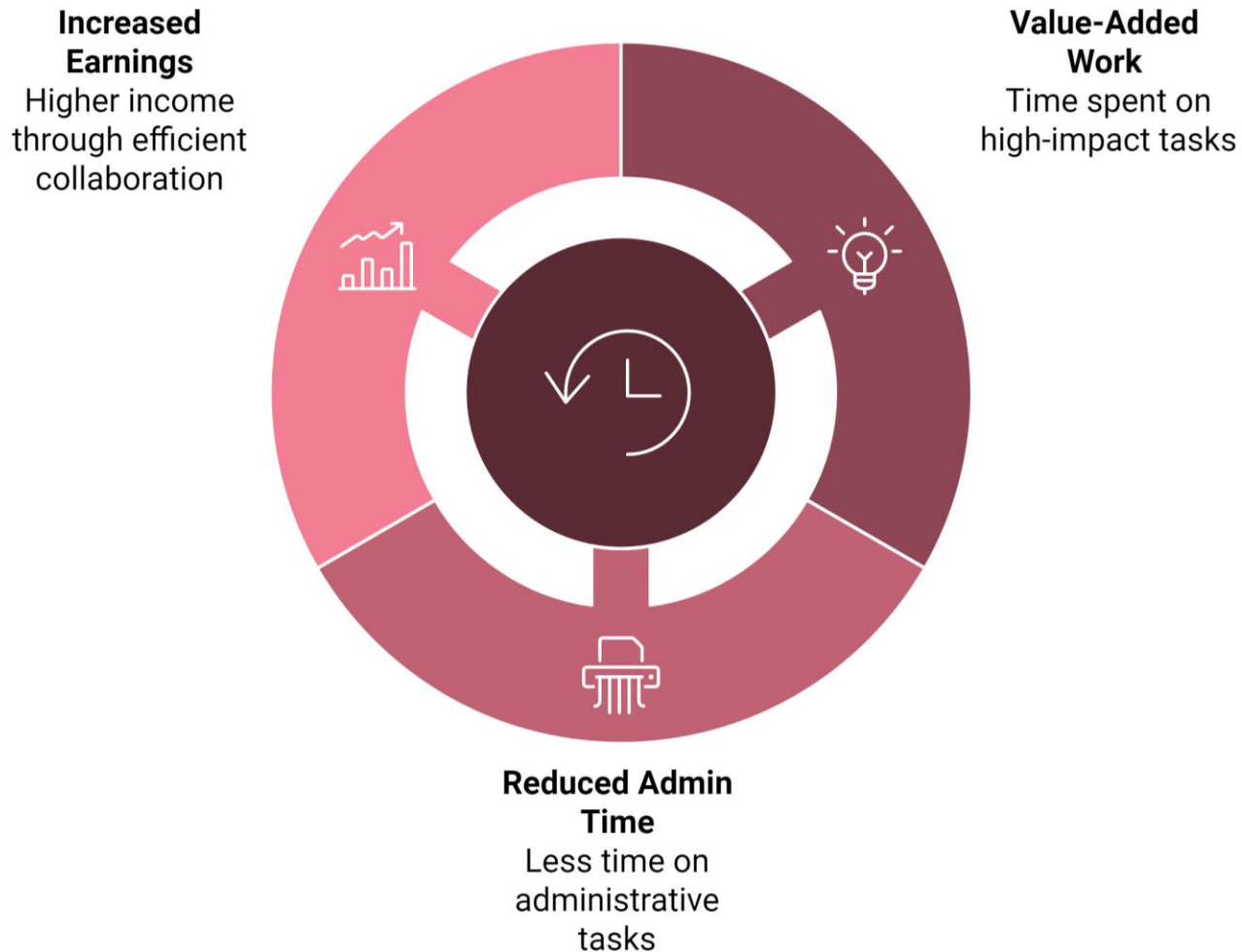
The Ottoman Empire, banned the printing press for 2 centuries, restricting scientific and intellectual development, contributing to its eventual decline.



AI and Your Business

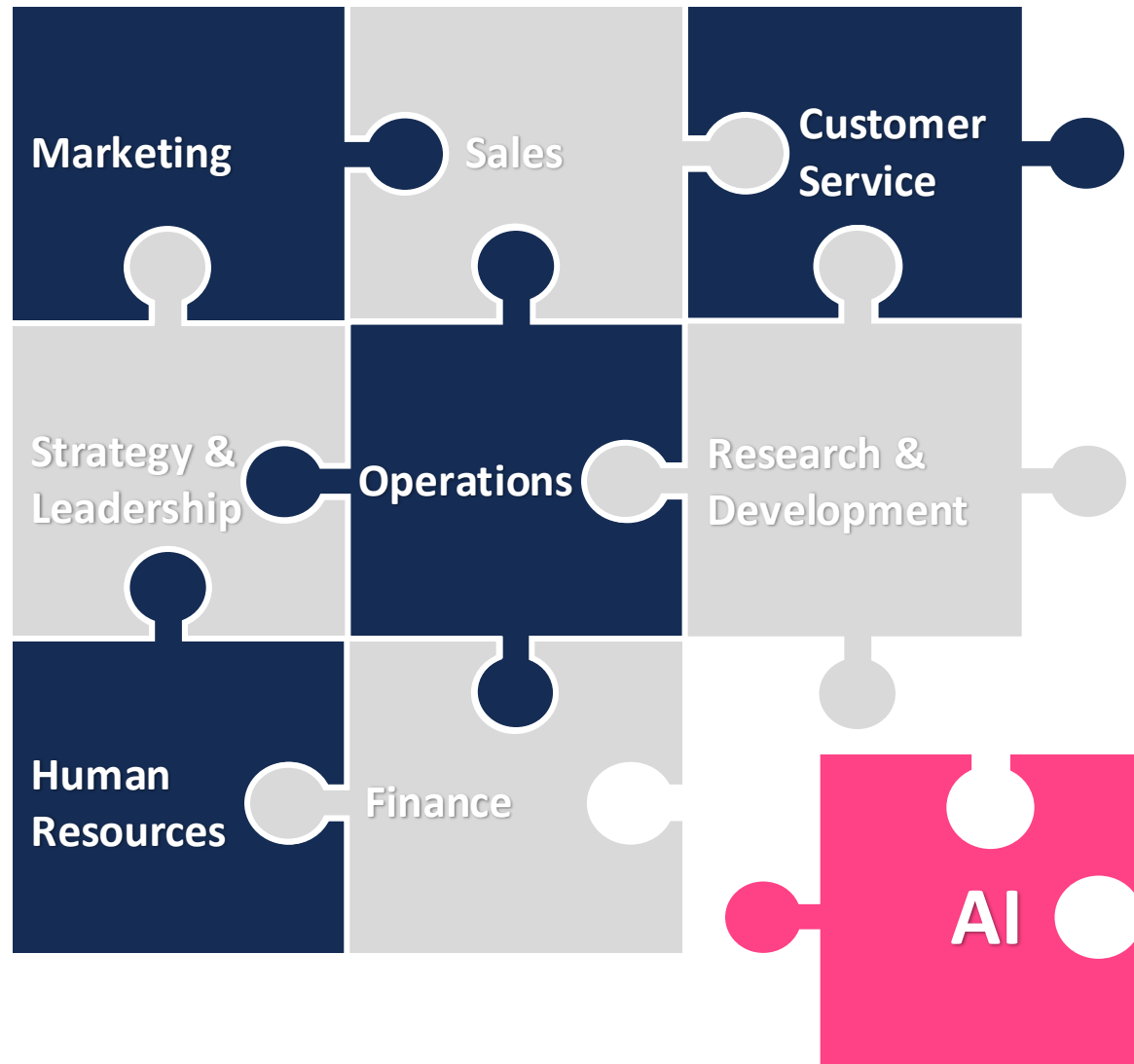


Where does AI fit in your business



- How much time is *actually* spent on Value Added Work?
- How much time each week is spent on *repetitive* admin?

Where does AI fit in your business



...Left behind

People ~~won't~~ will be replaced by AI...

...They will be replaced by people using AI

The same is true for businesses...

...If you don't adopt AI your competition will ... and they will replace you!



Transformation

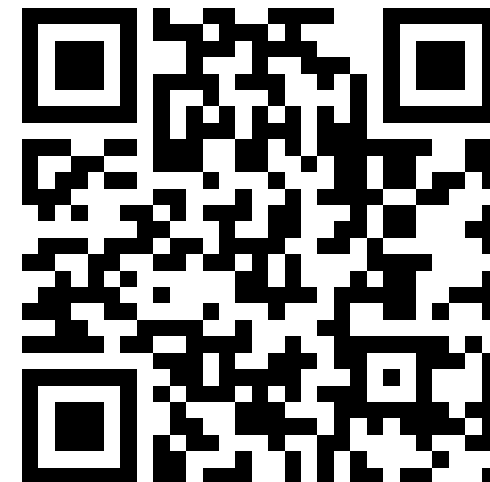


What is Projekt Rising?

The expert AI partner for SMEs, harnessing state-of-the-art technologies to drive transformative growth and multiply margins through affordable, bespoke, solutions that create unfair advantages in every corner of a business. The power to re-imagine potential.



Book a Discovery Call



Questions?

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