RubiCube

Transforming the Hospitality Ordering Experience with RubiCube + WatsonX AI

A Case Study by
CI Global and RubiCube

Executive **Summary**

The hospitality industry is entering a new era, one defined by personalization, speed, and guest confidence. Whether customers are ordering bubble tea with customizable toppings, browsing a global fusion menu, or managing allergies and dietary preferences, the expectations are the same: clear information, tailored recommendations, and a seamless experience.

This case study explores how a hospitality chain transformed the guest ordering experience at its location by using RubiCube's conversational assistant.

Challenges

Modern restaurant menus, especially in fast-growing segments like bubble tea, specialty coffee, fusion cuisine, vegan dining, or global street food, are more complex than ever.

Customers walk in and face:
- Ingredients they've never heard of
- Customization choices they aren't familiar with
- Dietary concerns that require careful review
- Promotions they don't fully understand
- Choices that feel overwhelming rather than exciting

For example:
A guest at a bubble tea café may encounter a menu like:
Brown Sugar Pearl Milk Tea with Cheese Foam, Matcha Oat Latte with Chia, Lychee Rose Jasmine Cold Brew with Aloe, Thai Milk Tea with Crème Brûlée Topping...

For many, especially first-time visitors:
- The language feels foreign
- The combinations feel intimidating
- The fear of ordering something they may not like stops experimentation

So customers default to the safest or most familiar choice, or worse, leave without ordering. Meanwhile, restaurants struggle with hospitality performance management due to:

- High staff training costs (often 1 week of in-person training)
- Inconsistent guest experience depending on which employee takes the order
- Staff turnover means training never ends
- Lost upsell opportunities, because employees can't remember or articulate every promotional item, pairing suggestion, or dietary detail
- Inability to act fast on changing demand trends

The result? A disconnect between customer curiosity and menu complexity. You need smart hospitality data analytics

Conversational AI + Data-Driven Discovery

To solve this, RubiCube integrated WatsonX AI to create a Smart Conversational Ordering Assistant; available on kiosks, mobile ordering, QR-code menus, and tablet-based dine-in experiences.

Instead of scrolling through a static menu or relying on staff knowledge, guests can now simply ask, explore, and filter, just like talking to a helpful expert.

Example interactions include:
"What's trending among first-time customers?"
"Show me dairy-free options."
"What does taro taste like?"
"Recommend something similar to caramel frappe."
"Which drink pairs well with spicy food?"

The AI doesn't just answer; it explains, guides, and recommends.

A lactose-intolerant customer might hear:
"Here are the top three dairy-free drinks this week: Matcha Oat Latte, Thai Tea with Coconut Milk, and Brown Sugar Iced Oat Milk Tea. The most popular among similar customers is the Matcha Oat Latte."

A curious guest might be nudged to explore:
"Want to try something new? Our Lychee Rose Jasmine Cold Brew is trending on social media this week — would you like a sample size?"

And a returning visitor may receive:
"Welcome back! Last time you ordered Mango Bubble Tea. Today's seasonal version includes passion fruit pearls. Want to try it?"

The Transformation: A Better Experience for Guests and Restaurants

1. Elevated Guest Confidence & Experience
Guests no longer feel intimidated or uncertain. Information is accessible instantly; including taste profiles, dietary flags, ingredient explanations, and even cultural context.
They walk into a new restaurant and still feel like regulars.

2. Increased Revenue Through Smart Upselling
Because recommendations are personalized and contextual, upsells feel natural, not forced. Trending items, seasonal campaigns, and pairing suggestions appear when most relevant, not randomly.
Restaurants using the solution saw measurable increases in:

- New menu item adoption
- Add-ons and customization revenue
- Seasonal promotion success

3. Faster Order Decisions
With instant answers instead of long hesitation, ordering time reduced significantly; especially for large groups or complex menus.

4. Reduced Training and Operational Burden

Staff no longer need to memorize:

- Ingredients
- Pairings
- Promotions
- Allergens
- Taste descriptions
- Customization rules

Instead, they rely on AI assistance, allowing them to spend more time on hospitality, speed, and service quality. It gives them access to real-time business analytics, enabling data-driven decision-making.

Training time reduced from up to 7 days to just a few hours. If staff churn occurs, no retraining is required. The knowledge is always available and always consistent.

5. Accessible for All Demographics
Whether it's:

- Gen-Z experimenting with trends
- Parents ordering for kids with allergies
- Tourists unfamiliar with the cuisine
- Older adults needing ingredient clarity

The experience adapts, educates, and simplifies.

The Bigger Impact

RubiCube's approach doesn't just digitize ordering; it reimagines it.
It bridges the gap between complex menus and confident choices, between promotion and personalization, and between operational burden and scalable consistency.
With AI-powered menu navigation, restaurants gain data, efficiency, and engagement — and guests gain clarity, curiosity, and confidence.

The future of hospitality isn't just ordering faster.

- ☐ It's ordering smarter.
- ☐ It's ordering with confidence.
- ☐ It's ordering with delight.

Sign up for data analytics service with CI Global. Up your game.

About CI Global

Since 1998, CI Global has been empowering businesses by providing comprehensive technology solutions, including ERP systems, product development, cloud transformation, and mobile app development. Our experienced team is dedicated to driving innovation, ensuring smooth transitions, and delivering projects on time. Whether you're modernizing your infrastructure or developing new software, we help you stay ahead in a rapidly evolving tech landscape.

25+ years of software product engineering	1500+ product releases	350+ customers across the world

About RubiCube

RubiCube is a versatile data analytics platform that seamlessly integrates with your existing systems like CRM, POS, and ERP, providing real-time insights and automating processes to resolve business complexities. With RubiCube, businesses can enhance decision-making, predict trends, and drive growth across industries.

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