



## TRAINING

### FoodTech

#### LEARNING OBJECTIVES

- Understand the challenges of digital transformation in the restaurant industry
- Identify key technologies and innovations in FoodTech
- Optimise customer experience and operations through digital tools
- Build a digital strategy adapted to food industry stakeholders

#### TRAINING DURATION

2 days (14 hours)

#### TARGET AUDIENCE

Restaurant, digital and innovation professionals

#### PREREQUISITES

Fundamentals of food

#### ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

#### PRICE

- Inter-company training: €1,890 excl. VAT per person
- Intra-company / tailor-made training: on request

#### Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : [contact@crews-education.com](mailto:contact@crews-education.com)

[www.crews-education.com](http://www.crews-education.com)



## DETAILED PROGRAM

- Introduction to FoodTech
  - Definition and overview of FoodTech
  - Evolution of the restaurant industry in response to digital transformation
  - New consumer behaviours (delivery, click & collect, dark kitchens...)
- FoodTech ecosystem and tools
  - Order-taking solutions (kiosks, QR codes, apps)
  - Delivery platforms (Uber Eats, Deliveroo...)
  - Management tools (POS, inventory, scheduling, CRM)
- Digitalised customer experience
  - Customer journey in physical and digital restaurant environments
  - Personalisation and loyalty through data
  - Customer reviews, e-reputation and engagement
- Digital marketing in the restaurant industry
  - Local SEO, Google My Business, social media
  - Food influencers, visual content and branding
  - Acquisition and loyalty strategies
- Data and performance
  - Tracking KPIs: average ticket, frequency, occupancy rate
  - Sales and customer behaviour analysis
  - Margin and revenue optimisation
- Innovations and trends
  - AI in the restaurant industry
  - Robotics and kitchen automation
  - New models (dark kitchens, ghost brands, subscriptions...)
- Practical workshop
  - Digital audit of a restaurant or food concept
  - Building a FoodTech strategy
  - Operational and marketing recommendations

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## CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate FoodTech tools into their activity, improve customer experience, optimise operations and enhance the performance of their establishment.

## TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

## TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

## EVALUATION METHODS

- End-of-training assessment via quiz or project submission

## RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

## ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: [handicap@crews-education.com](mailto:handicap@crews-education.com)

Accessibility to international attendants, contact us: [international@crews-education.com](mailto:international@crews-education.com)

## CONTACTS

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