

Smart Business Watch (SBW): A Digital Customer Experience and Business Monitoring System for Rwanda's Hospitality Sector

1. BACKGROUND AND JUSTIFICATION

The hospitality sector in Rwanda including hotels, restaurants, cafés, bars, lodges, and other service-oriented businesses is a key contributor to the national economy and tourism development. Rwanda Development Board (RDB) continues to position Rwanda as a **Center of Excellence in Hospitality** by promoting **service delivery standards, digital transformation, and customer satisfaction**.

However, the sector still faces challenges, including:

- Limited real-time monitoring of customer orders and business performance.
- Lack of structured feedback from customers.
- Lack of a digital tool for RDB to systematically compare service delivery levels across districts and provinces.
- Inefficiencies in product availability tracking (e.g., items ordered but unavailable).
- Loss of revenue when customers cancel orders or leave due to poor service.
- Weak mechanisms for identifying patterns in service delivery failures.

Smart Business Watch (SBW) is designed to address these gaps by providing hospitality businesses and RDB with a digital, automated, real-time monitoring and rating platform that enhances service delivery, increases profitability, and strengthens Rwanda's position as a digital leader in hospitality management.

2. PURPOSE OF THE Smart Business Watch

The purpose of SBW is to **empower business owners, enhance customer experience, and enable RDB** to monitor and promote quality service delivery through real-time analytics, structured feedback, and service comparison metrics.

3. OBJECTIVES

3.1 General Objective

To establish a digital monitoring and customer rating system that improves service delivery, profitability, and customer satisfaction within the hospitality sector in Rwanda.

3.2 Specific Objectives

1. To allow business owners to track orders, unavailable items, customer decisions, and service performance in real time.
2. To enable customers to rate service delivery and provide evidence-based feedback for improvement.
3. To provide RDB with comparative performance dashboards across districts and provinces.
4. To identify businesses with excellent service delivery and those that require targeted support.
5. To contribute to Rwanda's digital transformation by introducing smart monitoring tools for business optimization.

4. FUNCTIONALITIES OF Smart Business Watch

4.1 Key Features for Business Owners

- **Real-time order monitoring:**
Businesses can view every order, what has been served, and delays.
- **Unavailable items tracking:**
Items ordered but not available are recorded automatically.
- **Customer decisions:**
The system records:
 - Customers who **reordered** alternative items.
 - Customers who **left without reordering** due to stockouts or delays.
- **Revenue impact analysis:**
Shows how unavailable items affect potential revenue.

- **Staff performance dashboard:**
Rating scores are linked to staff shifts for accountability.
- **Alerts and notifications:**
Stockout alerts, low service rating alerts, and peak hour performance insights.

4.2 Customer-Facing Features

- **Service rating module:**
 - ✓ Excellence
 - ✓ Good
 - ✓ Poor
- **Evidence upload for poor ratings:**
 - Customers can attach pictures, videos, or comments to show proof.
- **Suggestion box:**
 - Advice on service improvement.
- **Recommendation indicator:**
 - Customers indicate if they would recommend the business.

4.3 RDB Regulatory Features

- **National, provincial, district and business-level dashboards.**
- **Comparative ranking of businesses** based on:
 - ✓ Customer ratings
 - ✓ Order fulfillment
 - ✓ Availability of items
 - ✓ Customer retention
 - ✓ Other service delivery indicators
- **Trend analysis** showing performance over time.
- **Digital compliance grading tool** to identify:

- ✓ High-performing service providers
 - ✓ Businesses requiring improvement
 - ✓ Areas needing training and support
- **Exportable reports** for policy review and sector performance evaluation.

5. EXPECTED OUTCOMES AND BENEFITS

5.1 Benefits to Business Owners

- Increased profitability due to reduced order cancellations.
- Improved customer satisfaction and repeat business.
- Transparent performance tracking for staff.
- Better inventory management and planning.
- Competitive advantage through data-driven decisions.
- Reduced service delays and miscommunication.

5.2 Benefits to Customers

- Better service quality.
- Fair, transparent, and structured channel for expressing concerns.
- Empowerment to influence improvement of hospitality services.
- Increased trust and satisfaction.

5.3 Benefits to Rwanda Development Board (RDB)

- Real-time insights on national service delivery standards.
- Evidence-based regulation and targeted support to businesses.
- Ability to promote high-performing service providers.
- Data-driven decision making for policy development.
- Strengthening Rwanda's brand as a **Center of Excellence in Hospitality**.

5.4 National-Level Benefits

- Improved tourism competitiveness.
- Enhanced service delivery culture.
- Increased customer retention and foreign exchange earnings.
- Expansion of Rwanda's digital economy through innovative solutions.

6. CONCLUSION

Smart Business Watch is a transformational digital solution designed to elevate Rwanda's hospitality sector to global standards. By empowering businesses, protecting customers, and enhancing RDB's regulatory capacity, SBW directly contributes to Rwanda's ambition of becoming a **leading nation in service excellence and digital innovation**. The system will not only improve profitability and customer satisfaction but also reinforce Rwanda's image as a world-class tourism and business destination.