

ABSTRACT

The rapid development of mobile technology has driven the need for applications compatible with various platforms, especially Android and iOS. One emerging solution for improving digital services is the use of chatbots, particularly in the customer service sector. Chatbots are considered capable of overcoming the limitations of manual services, such as delayed responses and high staff workloads. This research developed an iOS Frontend Chatbot Customer Service application for the startup Ngolab, which operates in the food, beverage, and retail industries on the Telkom University campus. This application was designed to address the problem of delayed information regarding reservations, menus, and promotions that are still carried out manually. This chatbot provides features such as menu information, reservations, and weekly promotion notifications, and can be accessed via mobile devices. The implementation of this offering system can significantly improve service efficiency and customer satisfaction.

Keywords: Chatbot, Customer Service, iOS Application, Ngolab, Mobile Technology, Food and Beverage, Reservation System