

CASE STUDY

Fast food chain innovates the customer experience with AI



Challenges

- Restructure the way customer's quick serve restaurants interact with customers through automated order-taking
- Reduce drive-thru effort and enhance customer experience
- Increase consistency in customer service

Solutions

- Use AI to capture orders on drive-thru and build bot
- Bots and machine learning convert spoken word into orders and make customer service more efficient
- Integrate bot with point-of-sale system after approval to save time & energy and money

Results

- Integrated AI-enabled audio hardware to the custom solution, with 80% of orders relying almost completely on automation
- Connected the digital drive-thru solution with point-of-sale system
- Launched nationwide rollout of solution