The AI Driven Drive Thru

How Sodaclick and Intel are Powering the Next Generation of Customer Interactions

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Retail & Hospitality AI Trends and Drivers

In this exceptionally competitive industry, frictionless customer service and rising levels of operational efficiency have become essential to maintain growth. AI applications can help retailers achieve these goals, reshape the store experience, and provide the infrastructure to support it.

Automated store

Analytics and data-driven insights

Interactive signage

Inventory management

Supply chain optimization

Retail and Hospitality AI Trends and Drivers

AI holds the potential to elevate customer satisfaction while helping retailers reduce shrink and increase ROI. As adoption grows, retailers are quickly incorporating
it into their information technology and operations to remain competitive.

$9.2T
global economic impact of retail AI through 2029.

2.3X
sales growth among retailers that use AI compared to competitors without AI.

1 in 3
retailers plan
to invest in AI-enhanced checkout.

400%
estimated increase in AI spending by grocers before 2025.

23.9%
CAGR of the global AI in retail market, expected to reach $40B+ by 2030.

1. "Retail's AI Revolution," IHL Group, May 24, 2023.
2. "Winning the Race of Innovation: How Top Performing Retailers are Investing in Technology," IHL Group, December 14, 2023.
3. "2022 Retail Experience Market Study, Retail's Once-in-a-Generation Tech Reset," IHL Group, January 2022.
4. "Grocers Plan to Increase AI Spending by 400% Before 2025," Supermarket News, June 27, 2023.
5. "AI In Retail Market Size, Share & Trends Analysis Report," Grand View Research, 2022.

Meeting the Challenges

Retail & Hospitality Challenges

Return to the Store

Unified Retail Commerce

The New Disrupters

Cost & Sustainability

The Retail & Hospitality Leaders

Every day we focus on what will delight our consumers

Today's Response from Retail & Hospitality Leaders

Intelligent
Deep & Prescriptive

Unified
Customer Centric

Automated
Computer Vision & Robotics

Frictionless
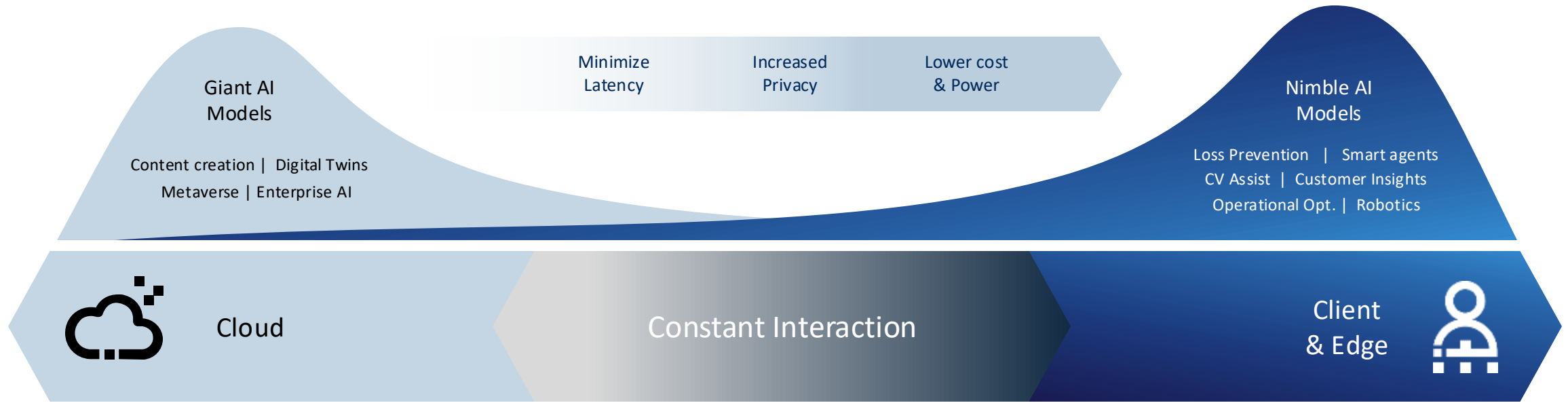Customers & Employees

Frictionless Experiences

Consumers continue to expect a faster, more convenient, and more technologically empowered in-store experience. Computer vision and other AI applications allow effortless self-checkout, voice ordering, automated curbside pickup, grab-and-go, smart vending, self-help options, and other advances in automation that free employees to focus more on enhancing the customer experience.

Intel value proposition

Intel hardware and open-source solutions empower retail/hospitality to create fast and frictionless shopping/eating experiences. Intel processors, including CPUs with integrated AI acceleration, deliver flexible computing power for inference at the edge and in the data center. Reference architectures and developer tools help retailers innovate quickly as customer expectations evolve.

AI: Deployed at the point of need (Build vs Buy vs Embed)

Giant AI Models

Content creation | Digital Twins
Metaverse | Enterprise AI

Minimize Latency

Increased Privacy

Lower cost & Power

Nimble AI Models

Loss Prevention | Smart agents
CV Assist | Customer Insights
Operational Opt. | Robotics

Cloud

Constant Interaction

Client & Edge

AI needs to be available everywhere for Retail/Hospitality to capture the value we are all predicting. That means in the cloud / datacenter and at the edge. Familiar Retail/Hospitality problems are being solved again for AI (i.e. model distribution, distributed training and network bandwidth optimisation), which is delaying scale deployments.

What We'll Cover Today

1. The Changing Landscape of QSR's

2. Customer Expectations and the role of AI in QSR & drive-thru operations.

3. How Sodaclick and Intel are transforming customer interactions.

4. Demo of Sodaclick's AI solutions.

5. Insights and case studies.
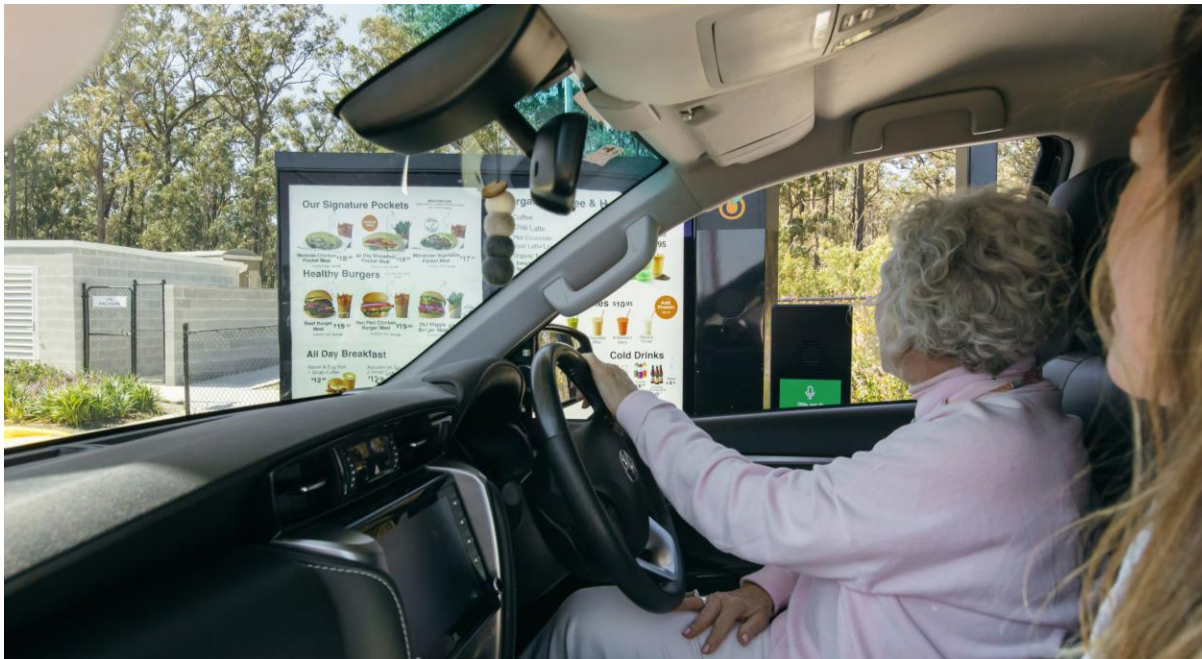
6. Business Model & Target Audience.

7. Q &A session

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The Changing Landscape of QSRs

The QSR industry is undergoing rapid transformation and growth.

Much of this is attributed to busier lifestyles, longer working hours and dual income families. Whilst growth is great, meeting these new trends comes with certain challenges.

Industry Size: The global QSR market is valued at over **$690 billion**

Growth in Drive-Thrus: Drive-thrus account for **70% of QSR revenue**

Shift towards AI automation: This is expected to grow by **18%** annually* (drive-thru-report-2024).

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The Challenges in Today's Drive-Thrus

| Long Wait Times | Av. wait time is 5mins 43 |

| Accuracy Challenges | 11% are inaccurate |

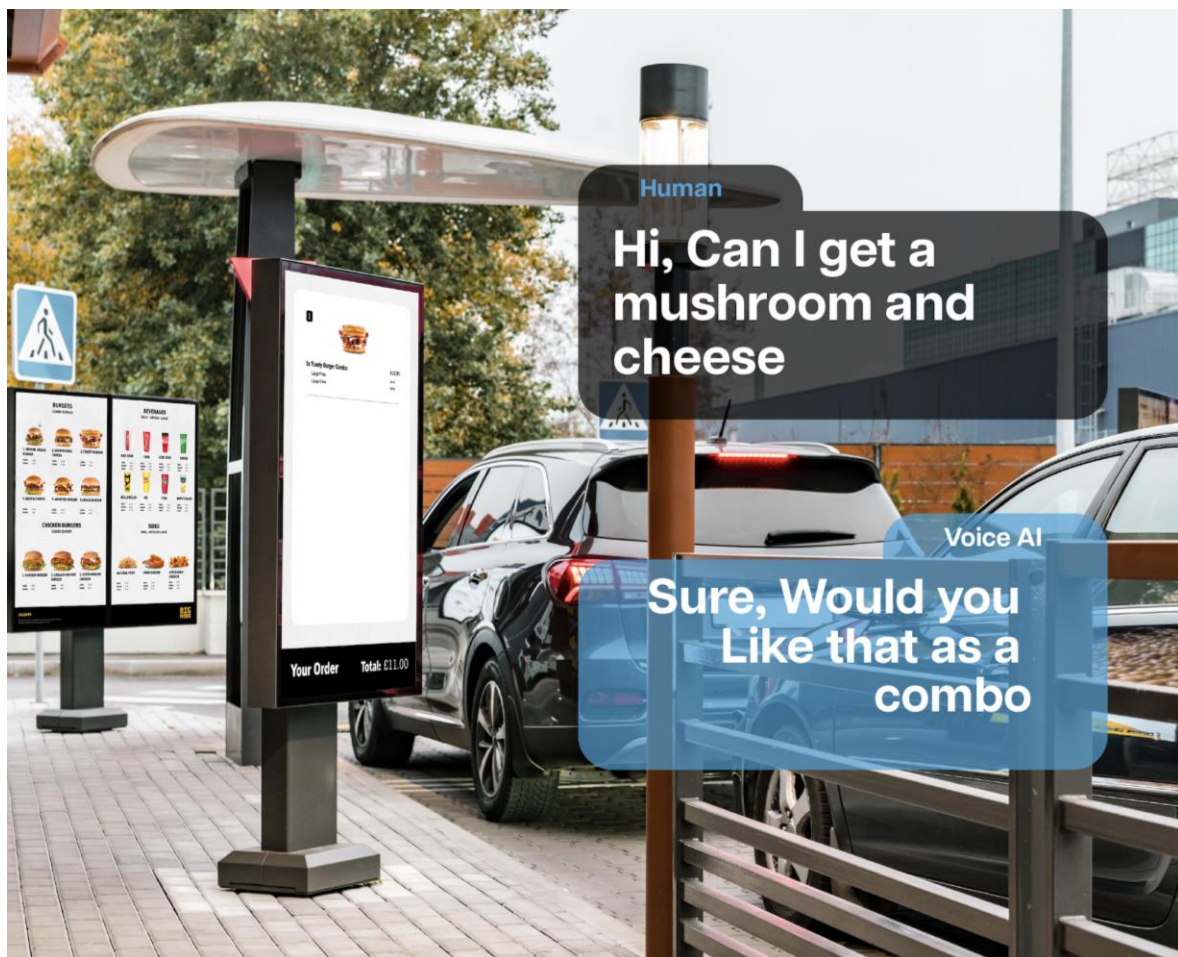| Lack of Personalisation | Inconsistent service |

| Labour | Skill shortage/retention |

| Missed Upsell | Inconsistent Upsells |

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How AI Can Solve These Challenges

Faster Service — 20% Reduced Wait Time

Improved Accuracy — 98% with Sodaclick

Personalisation — Consistently Friendly & Intuitive

Bridges Labour Gap — 30% time repurposed

Improved ROI — Consistent Upsells

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What Sets Sodaclick Apart?

UNSCRIPTED AI

Contextually aware™ AI, offering unique and natural interactions with every customer.

MULTILINGUAL AI

Supports 96 languages and variants, compared to fewer options from competitors.

SEAMLESS INTEGRATION

Quick & easy deployment with existing QSR platforms.

SCALABILITY

Support for businesses from small franchisees to large multinational chains.

POWERED BY INTEL

Leveraging Intel's AI-driven architecture for consistent and fast performance.

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Intel-Powered AI:

Intel's AI architecture provides the necessary performance and scalability to process large volumes of voice data in real-time.

Key Benefits of Intel's Contribution Include:

Intel helps us overcome traditional limitations in voice recognition by offering powerful processing capabilities that ensure quick, accurate interactions, even during peak hours.

FASTER PROCESSING SPEEDS	Provide real-time customer interactions.

SCALABILITY	Intel enables our solutions to handle multiple orders across many locations with ease.

EFFICIENT MULTITASKING	Intel's architecture ensures that multiple language processing and order management can happen simultaneously.

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Welcome to the Future of Drive-Thru Technology

Let's look at Sodaclick's Conversational Voice AI in action.

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Case Study: Oliver's

Challenge:

Oliver's, a leading healthy fast-food chain in Australia, faced increasing challenges in scaling their drive-thru operations, particularly in remote locations where staffing shortages and training inefficiencies were impacting customer service. Oliver's sought an innovative solution that could maintain service quality, while alleviating stress on staff.

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Objective:

Partnering with Sodaclick, Oliver's implemented **Ollie**, an unscripted, **contextually aware™** AI assistant designed to
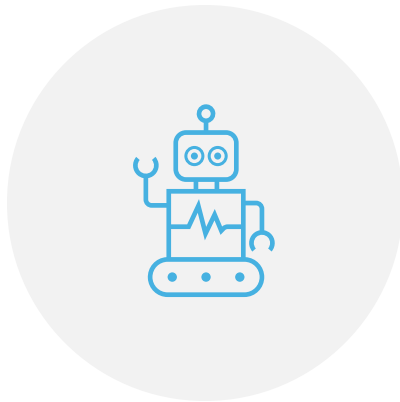
AUTOMATE ORDER-TAKING, FREEING UP
STAFF TIME

INTEGRATE WITH **PREPIT** TO PROVIDE
REAL-TIME NUTRITIONAL INFO

SEAMLESSLY CONNECT WITH **SHIFT8 POS**
FOR OPERATIONAL EFFICIENCY

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Result's: Oliver's

30% Staff Efficiency: Ollie's automation reduced stress and staff workload, enabling focus on key tasks.

Customer Engagement: Unscripted conversations with Ollie led to natural engagement and 15% upsells.

Nutritional AI: Integration with **Prepit** allows customers to access accurate & real time information on demand.

Positive Feedback: Customers & staff praised Ollie's seamless integration, balancing automation with human service.

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Case Study: KFC
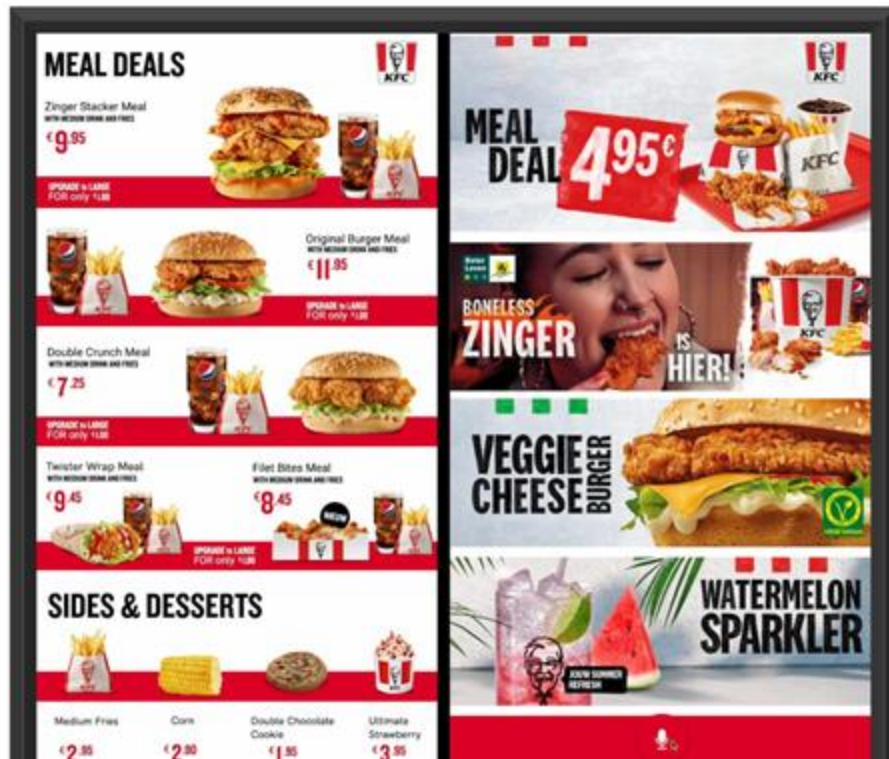
Challenge:

KFC aimed to improve its drive-thru operations by reducing **wait times**, increasing **average basket size**, and utilising **upsell opportunities** in a multilingual setting (Arabic & English as not all staff speak Arabic). As a global fast-food leader, KFC needed a solution that would scale across its locations while enhancing customer engagement and streamlining order processing.

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Objective:

Partnering with Sodaclick, KFC implemented **Mark**, an unscripted, **contextually aware™ multilingual** AI assistant designed to

AUTOMATE ORDER-TAKING, TO REDUCE **WAIT TIME**.

INTRODUCE **ARABIC AND URDU** THAT UNDERSTANDS REGIONAL DIALECTS TO SUIT LOCALS.

UTILISE INTUITIVE **UPSELLS** AND PERSONALISED **RECOMMENDATIONS**

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Results: KFC

Reduction in Wait Times: The integration of Sodaclick's AI reduced average wait times by **20%**, significantly improving throughput.

Higher Average Basket Size: Real-time upselling based on customer preferences led to a **15% increase in average basket size**.

Improved Order Accuracy: AI-driven automation enhanced the speed and accuracy of orders, ensuring fewer errors during peak times.

Multilingual AI Engagement: Customers appreciate having a personalised and seamless ordering experience in both **Arabic and English**.

Business Model & Target Audience

TARGET AUDIENCE

Sodaclick's solutions are perfect for **QSR brands, Franchisee Groups, Retail Chains**, and **System Integrators** looking to automate and streamline their operations

BUSINESS MODEL:

We offer a **SaaS-based subscription** model, providing scalable solutions that can be tailored to the needs of any business.

COLLABORATION:

Intel as our hardware partner, we ensure that our clients benefit from a **reliable and scalable infrastructure**, as well as seamless deployment across any size of business, from small franchises to global chains.

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HOW WE WILL MAKE IT WORK
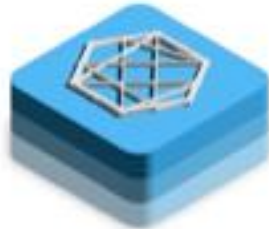
1. DEVELOPMENT
Sodaclick voice AI drive thru solution with intelligent NLP

2. SOLUTION BUILD
Voice AI with brand data, menu and recommendation engine

3. TEST ENVIRONMENT
Customer setup and installation into innovation centre : 4-6 weeks

4. LIVE ENVIRONMENT
Rollout of voice AI drive thru solution to a select few stores : 8-12 weeks

5. CONSTANT EVOLVEMENT
Review and monitor solution on an ongoing basis for software improvements

6. CUSTOMER REVIEW
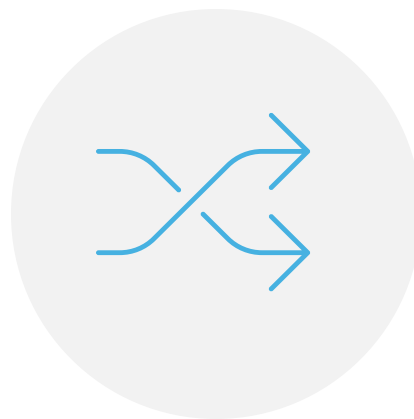Customer review of performance and accuracy of the voice AI solution

SIGN OFF
National development for Integration into POS, Digital Menus and Hardware

NATIONAL ROLLOUT
Phased rollout of voice AI drive thru solution after customer sign off

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IMPACT

Increased revenue potential

Scalable solutions to meet growth demands

Leaders in technology

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Your Questions Answered

Let's dive into your questions and discussions!

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Thank You for Joining Us!

Contact sales@sodaclick.com today to see how Sodaclick can transform your business with Intel-powered AI.

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