Reinventing the Fast Food Drive Thru Experience with Conversational AI

Drive-thru technology has gone relatively unchanged for 70 years. We may not have food trays attached to our cars or waitresses on roller skates anymore, but the garbled speaker, slow service and incorrect orders are still disappointing customers.

When conversational AI technologies like Google Assistant, Alexa and Siri are part of everyday life, there’s no excuse not to exceed expectations. It’s time to reinvent the fast food drive thru with conversational AI to create a breakthrough customer experience that delivers exponential ROI.

WHY NOW?

In 2018, the drive thru experience should have zero latency, customer personalization, 100% accuracy, upsell reliability and a consistently professional disposition, all while saving costs for franchisees and restaurant owners. Cognizant makes this a reality with our Virtual Cognitive Agent. Let’s reinvent the customer experience, starting with the drive thru. Customers will exclusively engage with Virtual Cognitive Agent or

FEATURES

Zero Latency: Vehicle is detected upon roll-up, order is instantly taken and sent to prep station.

Customer Identification & Personalization: The system identifies returning customers and uses AI to provide personalized menus and offers.

Accuracy: VCA recognizes order and easily reviews order with customer. Language, intonation and accents are all handled through use of Google’s leading capabilities.

Upsell Reliability: Algorithmically-driven suggestions are provided for each order.

Brand Compliant: VCA can be programmed with branded language and can use the voice of national spokesperson.

Human Aided Fallover: On or off premise human associates can quickly step in if VCA fails to understand the customer.

Analytics: Data analysis drives a feedback loop of constant improvement in offerings and ordering process.

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VCA technology to complete their entire transaction. This offering, augmented by Google's Cloud platform, Dialogflow conversational interfaces, Machine Learning APIs and hardware, is a scalable on-brand and future-proof evolution of the drive thru.

**OUTCOMES**

**Improved Financial Performance:**
- Estimated annual savings of $58,000 per drive thru location
- Depreciation of headsets and accompanying hardware
- Increased revenue generation through speed of service, cross-sell and upsell opportunities

**Automated 24/7 Workforce:**
- Smooth operation during low and peak times
- No seasonal adjustment
- Zero turnover
- Brand and messaging consistency

**Increased Employee Productivity:**
- Enables employees to focus on order accuracy and preparation
- 5-10% increase in employee productivity

**Superior Customer Experience:**
- Creates compelling experiences
- Meets and exceeds customer expectations
- Increases customer loyalty by providing a personalized customer experience

**CONVERSATIONAL AI & FOOD SERVICES PRACTICES**

Cognizant is the leader in food service consulting, supporting over 30 nationwide brands. We help our clients use digital transformation to evolve the way they market themselves, serve customers online and in-restaurant and operate their back-of-house to compete in 2018 and 2020.

Cognizant’s Conversational AI offerings include advisory services, analysis and benchmarking for selecting the best processes, technologies and implementation approaches. Deployment services range from rapid prototyping and pilots to enterprise-wide implementation. We support these deployments long-term, providing support services to evolve and scale-up Conversational AI deployments over time.

Our in-depth relationships with market leaders, point solutions and industry players such as Google provide benefits including access to partner labs, product roadmap and feature influence, accelerators, development benches and more.
ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSH) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.