TELAID®

CASE STUDY

Telaid Speeds Through Pilot of AI, Computer Vision in QSR Drive-thru to Advance Operations, Customer Experience

In an effort to drive efficiency and improve the customer experience, one international food and beverage provider sped to pilot an AI solution. They turned to trusted partner, Telaid, to manage an AI pilot program that would allow them to pick their preferred path at the end of the trial.

THE CHALLENGE

Outstanding customer service and delicious food and beverages have earned one international quick service restaurant (QSR) a place in the hearts, minds and stomachs of consumers worldwide. Offering customers a personal, friendly experience on each visit is key to the brand's success, but there is also a critical need to serve up orders with speed and accuracy. Telaid had recently helped the company overhaul its drive-thru operations in response to a surge in takeout orders during the pandemic. Executive leadership decided to pilot an AI solution to evaluate drive-thru performance and its impact on revenue and customer satisfaction.

THE SOLUTION

The company chose to engage in a trial of the AI solution in a single location. The QSR engaged Telaid to deploy and project manage rollout of the AI solution, which would leverage data collected from IP cameras at the drive-thru, sensors and mobile order tablets. The solution was designed to monitor and report on metrics including wait times, queue abandonment, peak traffic, efficiency and average length of queue.

Since the solution was installed on a trial basis, the executive team wanted to deploy the hardware and software with the ability to uninstall the solution after the trial period ended. Alternatively, if selected for widescale rollout, they would need a partner who could quickly and accurately execute deployment across thousands of stores nationwide.

With a history of successful projects, Telaid was selected as the integrator of choice to spearhead the pilot and respond with additional services depending on the results.

This presented a unique challenge to Telaid, whose team needed to install cameras, sensors and supporting infrastructure with precision to deliver the required data, while simultaneously preparing equipment to be uninstalled if the company chose another direction.

Telaid engineers evaluated multiple mounting options and combined custom brackets with rubber fittings to achieve precision camera placement in the drive-thru while enabling seamless removal of the equipment from the building without leaving marks or mounts. They performed all the cabling, electrical and infrastructure work essential to ensure a continuous stream of data from the various cameras, sensors and wireless tablets to the cloud-based AI software.

THE RESULTS

The AI solution consolidates data from multiple sources and evaluates and extrapolates the information to produce predictive insights. With each passing day, new data adds to the richness and accuracy of insights provided. In the first few weeks after launching the pilot, the store is receiving troves of data to inform everything from employee training to best practices for drive-thru efficiency, and ways to enhance the customer experience.

Telaid is on stand-by to support the full-scale rollout of this or another AI solution, which is becoming increasingly critical to winning the game in QSR. This pilot is simply providing a small taste of the road to success.

ABOUT TELAID

A trusted, full-service technology partner since 1989, Telaid reduces time, task, cost and risk associated with complex deployments and ongoing technology management. Telaid makes IT simple with rapid rollouts, product lifecycle management and managed IT services so you can make the most of your technology assets from deployment through end of usefulness. Telaid deals with all the technologies in your business, from wireless to physical security solutions, infrastructure and cabling to automation, emerging IoT and analytics. Supplement your IT team with an experienced, capable resource that helps you advance your business objectives.

Telaid knows technology deployments.

Telaid can handle even your most complex multi-site technology deployments. Learn more at telaid.com