

The Evolution of AI in Drive-Thrus

The drive-thru experience is evolving as AI technology enhances efficiency and customer interactions. This year's [Annual Drive-Thru Study](#) examines the impact of AI, highlighting early adopters like Checkers and Rally's, Taco Bell, and Wendy's. These brands are leading the charge in integrating AI into order-taking and overall restaurant operations.



Consumer Sentiment Toward AI

In addition to our Annual Drive-Thru Study, we recently surveyed over 1,480 North American consumers to explore their views on restaurant technology, particularly AI in drive-thrus.

VOICE AI

45%

of respondents have reservations about AI-enabled voice technology, this is an improvement from last year.

Younger consumers (33% aged 18-44) are particularly embracing these innovations.

VIDEO AI

42%

of respondents express dislike for video AI, but this indicates a growing awareness as attitudes evolve.

Younger respondents (32% aged 18-44) are more receptive compared to older adults (49% aged 45 and above).

Growing Satisfaction Among Users

Adoption of AI voice technology is currently low, with only 19% of consumers having experienced it.

However, 61% of those who tried it

reported a positive experience. This indicates that as quick-service restaurants (QSRs) increasingly implement AI, positive feedback from early users can drive broader acceptance and satisfaction in the future.



Boosting Efficiency with AI

AI is enhancing drive-thru efficiency. Mystery shoppers reported that orders taken via Voice AI were completed

***29 seconds faster than
the overall average,***

showcasing the technology's potential to streamline the ordering process.



Enhancing Accuracy and Customer Satisfaction

The study shows that order accuracy improves significantly with AI. When customers believed they interacted with Voice AI, accuracy soared to 95%, compared to 89% overall. This improvement enhances the overall customer experience.

Voice AI
Interactions

95%

Overall Study
Accuracy

89%

Increasing Average Ticket Size

AI is boosting average ticket sizes through effective suggestive selling, with a reported 5% increase in success rates. Personalization helps brands recommend relevant items based on past orders, enhancing customer experiences and revenue.



5% ↑

INCREASE
in success rates

AI's Role in Improving Overall Drive-Thru Experiences

The study indicates that overall satisfaction reached 94%, rising to 98% when customers believed they interacted with Voice AI. AI enhances operational efficiency, personalizes interactions, and optimizes resources to meet customer needs during peak times.

Overall Satisfaction

With Voice AI
Interactions

98%

Without Voice
AI Interactions

94%

Why is this *important*?

AI is revolutionizing the drive-thru experience by enhancing efficiency, accuracy, and overall customer satisfaction. By speeding up order-taking and reducing bottlenecks, AI helps quick-service restaurants serve guests faster, especially during peak hours.

Additionally, AI-driven systems ensure greater order accuracy, minimizing mistakes and improving the guest experience. This technology also boosts revenue by increasing average ticket sizes through personalized recommendations and effective upselling. As more consumers encounter positive AI interactions, widespread adoption will drive future innovations, cementing AI's role as a game-changer in the quick-service industry.





AI IN DRIVE-THRUS

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

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