Viana
a meldCX product

Top AI Use Cases for QSRs

Collecting Meaningful Insights in the Customer Journey

Quick service restaurants (QSRs) must continually seek ways to **enhance their service** and **customer experience**. meldCX demonstrates the power of edgeless computer vision for QSRs, both **in-store** and at **drive-thrus**.

TOP USE CASES:

Drive-Thru Accuracy

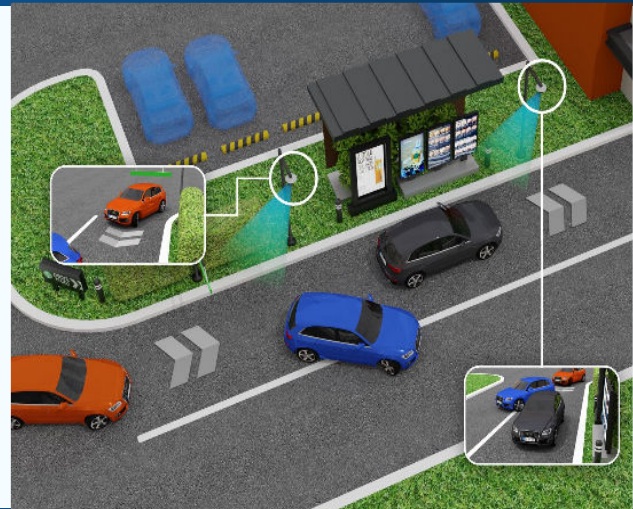**Speed of Service**

Workstation Utilization

Food Freshness Tracking

---

1   Drive-Thru Accuracy

Drive Thru Journey identifies and counts the vehicles that have balked or abandoned their orders in queue, helping you make informed decisions and implement measures that enhance overall customer satisfaction and drive-thru efficiency.

- Drive Thru Balk
- Full Drive Thru Journey Time
- Number of Cars in Full Queue
- Drive Thru Transaction and POS Data Linkage/Correlation*

---

2   Speed of Service

Speed of Service stitches a complete story of the customer's experience, tracking the customer's journey from entry to exit, between physical movements and digital/POS transactions. This total store journey is key to validating whether detected transactions have translated to actual sales.

- Order Time at POS*
- Customer Wait Time
- Customer Queue Length

Integration of the POS system into Viana's data warehouse is required.

3 Workstation Utilization

Staff efficiency is key in streamlining processes and improving business resource allocation.

The **Workstation Utilization** solution will identify areas of inefficiency and productivity bottlenecks by capturing anonymous staff data on peak and non-peak hours, order preparation process compliance, and various station metrics.

- Station Utilization
- Station Departures
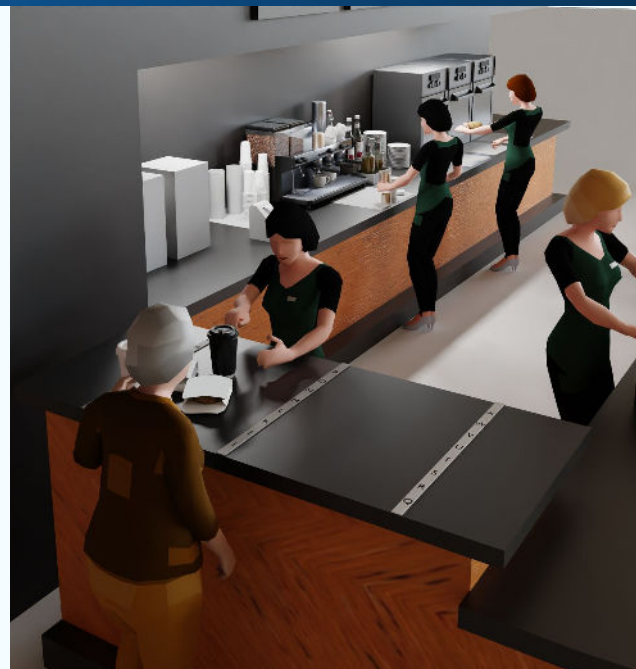- Partner Total Movement

4 Food Freshness Tracking

In QSR models, oftentimes food and drinks lay on the pickup table, unclaimed for a considerably long time, resulting in decrease in quality and customer satisfaction.

There is a need to understand **Food Freshness Tracking** — how long the items are left sitting, and once understood, tie that data back to the three other models.

Metrics captured:

- Beverage Production Time
- Food Production Time
- Pickup to Pickup Wait Time
- Production to POS Linkage*

* This solution requires extensive scoping exercises, in order to fully capture preparation attributes, and correctly map them to key events detected.

Why Viana™ by meldCX?

AI ON CAMERAS

Add more to your security cameras by integrating vision analytics to gather deeper insights.

Users can define what's relevant, and access features like adding cameras or setting triggers and notifications.

ACTIONABLE DATA STORIES

Viana™ tells descriptive stories about a business, such as store performance, customer behaviour, and visitor activity.

Present these data in our dashboard or push the data into BI products like Databricks or Snowflake,

ANONYMOUS VISION ANALYTICS

High performance mapping extracts predefined human behaviour, product, vehicle or object data without keeping any personal identifiable information or the use of any type of facial recognition.

Request a demo/ free trial: *meldcx.com/get-started/*
Get in touch with us: *sales@meldcx.com*