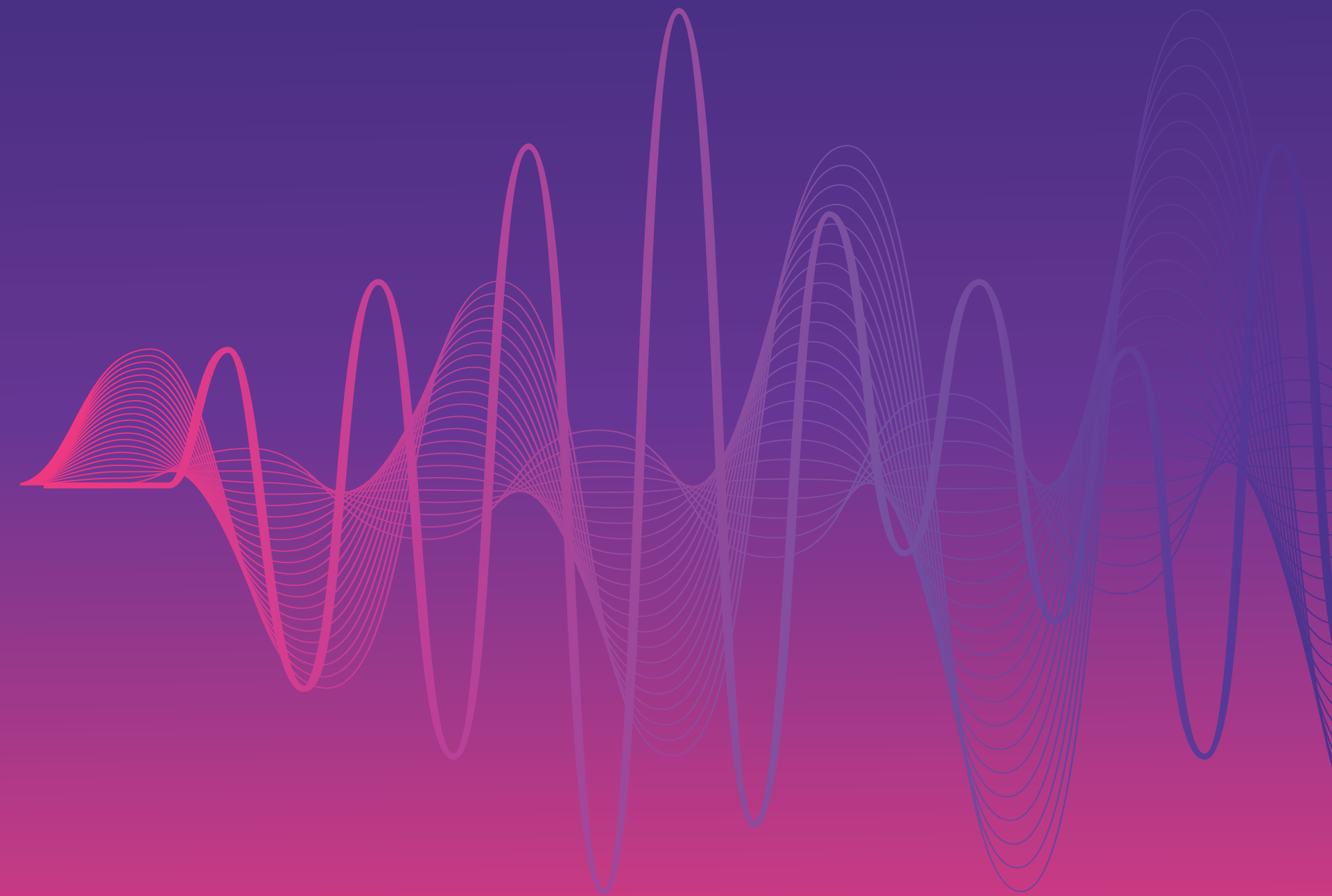


GUIDE

# Modernizing the QSR Drive-Thru Experience with Voice AI

A guide to transforming service, speed, and scalability in Quick Service Restaurants with Omilia's conversational AI



## INTRODUCTION

# Today's QSR guest is tomorrow's digital native.

In a world of instant gratification, guests expect the same speed, personalization, and ease in their drive-thru experience as they get from ordering groceries or booking rides from their phones. The Quick Service Restaurant (QSR) sector is under pressure to serve more customers, faster without sacrificing accuracy or hospitality.

Voice AI is transforming the drive-thru lane into a competitive advantage. By combining state-of-the-art conversational AI with deep domain training, Voice AI delivers scalable, consistent, and human-like service even during peak hours.

But where do you begin?

**In this guide, we explore:**

- What Voice AI means for drive-thru operations
- Key business drivers: speed, cost, labor, accuracy
- Top use cases in the drive-thru lane
- How to deploy Voice AI across your restaurant network
- Real-world results from Omilia customers



# What Is Voice AI for QSR Drive-Thrus?

Voice AI for drive-thrus is a specialized application of conversational AI that automates customer ordering through natural, real-time dialogue. Using advanced natural language understanding (NLU), speech recognition (ASR), and generative AI, Omilia's voice agents handle full conversations end-to-end, just like a trained employee.

## Key Features:



Handles accents, background noise, and complex order phrasing



Adapts to guest behavior in real time



Integrates directly with point-of-sale (POS) and kitchen systems



Transfers gracefully to human staff when needed



Continuously learns and improves through Omilia's Closed Loop AI

## Why it matters:

Guests want speed and accuracy. Operators want consistency, lower labor costs, and better margins. Voice AI delivers both.



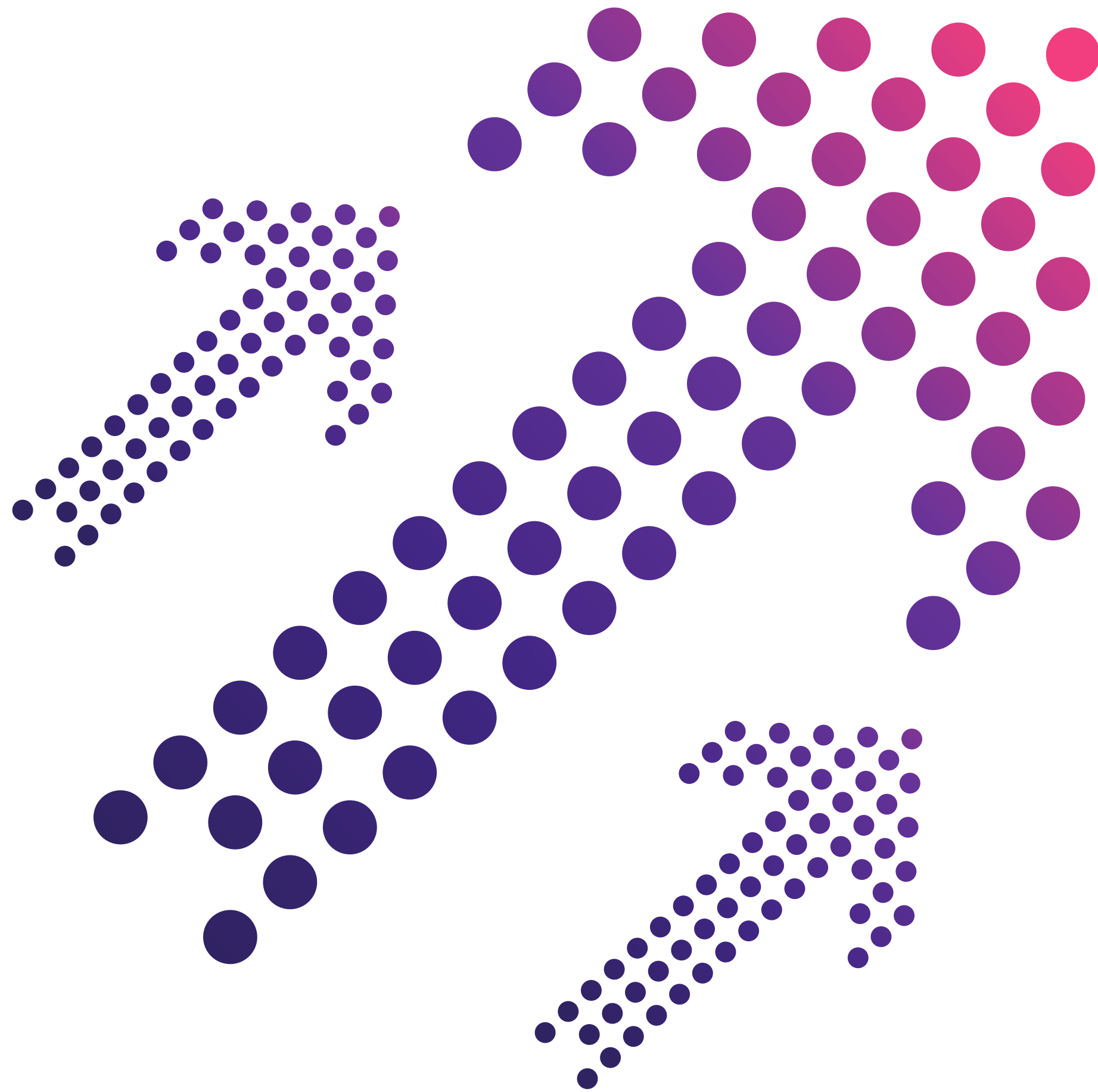
# Why QSRs Are Turning to Voice AI Now

## Operational Pressure Is Mounting



- **Labor shortage:**  
High turnover and staffing gaps reduce service speed.
- **High volume, low margin:**  
Every second per order affects drive-thru throughput.
- **Customer expectations:**  
Frustration with errors, delays, or robotic IVR-like experiences damages brand loyalty.

## Voice AI addresses all three by offering:

- 24/7 availability with consistent performance
- Sub-5 second response times even during rush hour
- Reduction in human error and miscommunication



# Common Pain Points in the Drive-Thru

 Operational Challenge	 Voice AI Impact
Long wait times	Speeds up service with real-time handling
Order inaccuracies	Reduces rework with consistent recognition
Labor costs and training	Minimizes need for onboarding and retraining
Staff burnout during peak hours	Offloads repetitive work to AI
Variable guest experience	Ensures consistency across locations

Omilia's Voice AI acts like your best employee. Calm, fast, and never off shift.

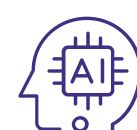


# Benefits of Voice AI in QSR Drive-Thrus



## Speed and Throughput

- Cuts average order time by up to 30 seconds
- Handles multiple lanes simultaneously



## Intelligence and Accuracy

- Understands context, modifiers, and regional menu variations
- Handles changes and upsells dynamically



## Operational Efficiency

- Reduces dependency on high-turnover frontline roles
- Lowers training and staffing overhead



## Revenue Uplift

- Suggestive selling and upsell flows baked into the conversation
- Higher order value through consistent execution



## Continuous Learning

- Omilia's Closed Loop AI analyzes outcomes and improves over time
- Identifies friction points and retrains automatically

# Top Use Cases for Voice AI in QSRs

1

## Automated Drive-Thru Ordering

Full natural language orders with confirmations and POS integration

2

## Multilingual Order Support

Serve diverse guests with multiple languages, seamlessly

3

## Personalized Upselling

Tailor suggestions based on time of day, menu changes, or past behaviors

4

## Peak Hour Traffic Management

Handle simultaneous orders in multi-lane setups

5

## Fallback to Human Agent

Smooth transfer to staff when needed, with context preserved

# Customer Success: Taco Bell + Omilia

Omilia's AI voice assistant has been deployed in Taco Bell drive-thrus to fully automate the ordering process. The result?

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**90%**

of orders handled without human intervention

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**10%**

increase in check size due to dynamic upselling based on real-time context

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**20-30**

Decreased employee turnover at locations using the Voice AI Solution, suggesting improved staff morale and reduced burnout

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**15%**

Order speed on par or better than human agents, eliminating the common trade-off between automation and efficiency

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**100%**

menu coverage including regional items and promotions

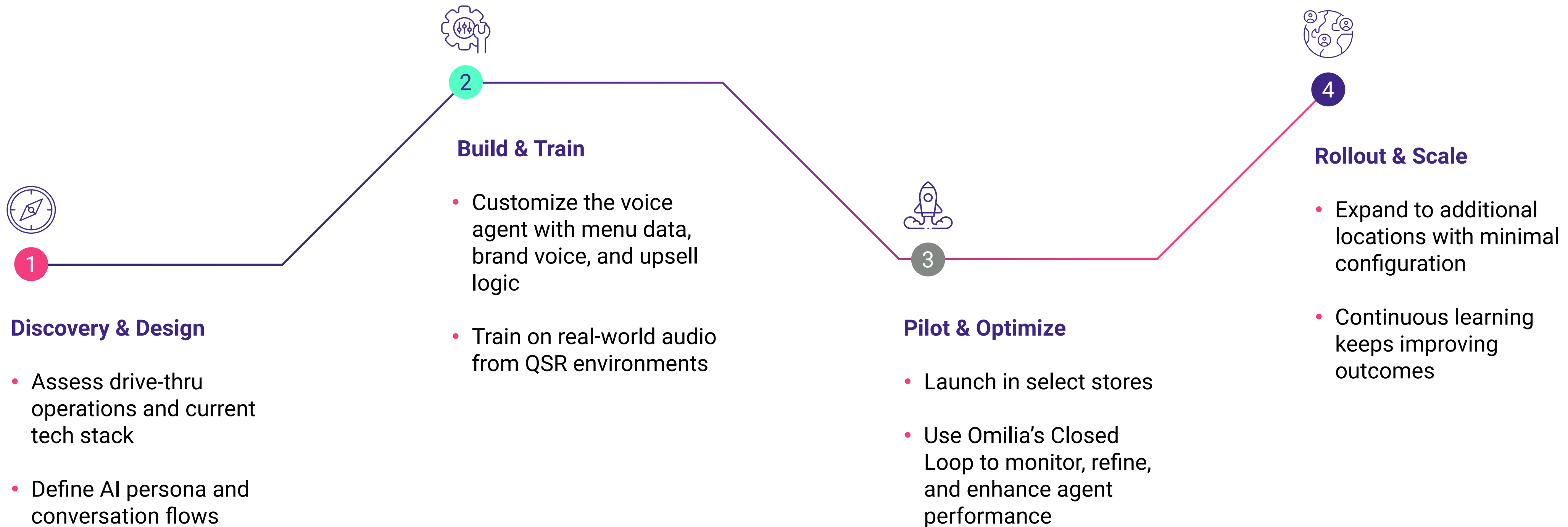
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The solution integrates natively with POS and kitchen systems, enabling franchise operators to scale effortlessly across locations.



# How to Deploy Voice AI Successfully

Omilia works with QSR brands through a collaborative, proven approach:



# Why Omilia for Voice AI in QSRs?

- **Proven in high-noise environments like drive-thrus**
- **Omnichannel-ready platform** across voice, web, and messaging
- **Closed Loop AI** that learns from every interaction
- **Flexible deployment** in hybrid, cloud, or on-prem setups
- **Enterprise-grade integrations** with POS, loyalty, and kitchen systems

## The Bottom Line

Voice AI is no longer an experiment, it's a strategic asset for the modern QSR. With Omilia's platform, you can automate, accelerate, and elevate the drive-thru experience for your guests and staff, directly impacting your bottom line.



# About Omilia

Omilia is the global standard for AI-driven customer service transformation. Our native Conversational AI platform revolutionizes how enterprises engage with customers - automating interactions with precision, empowering agents in real time, and delivering seamless, personalized experiences across all channels.

Powered by deep expertise in natural language understanding (NLU), advanced speech recognition, Generative AI and proprietary large language models (LLMs), and multi-layered anti-fraud capabilities, we enable enterprises to move decisively and safely into the era of AI-first contact centers.

[Get in Touch](#)

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Omilia's Unified AI learns from across the entire customer journey - from self-service to live agent interactions - unlocking continuous improvement and breaking the "glass ceiling" of containment that legacy siloed models can't achieve.

Trusted by the world's most demanding enterprises and built on over two decades of AI innovation, Omilia delivers measurable outcomes: lower costs, higher efficiency, and unmatched customer satisfaction - all while preserving the human touch where it matters most.

