

# AI for restaurants

Building intelligent enterprises



Occasionally a technology comes along, that shakes up everything. And we are a lucky generation to see the Artificial Intelligence (AI) revolution getting started in our lifetime. It is transforming every industry, every process and every conceivable operation and making it better.

## AI: The restaurant revolution

When we think of the use of AI in the restaurant industry, we all either think about robots whipping up delectable meals much more efficiently than their human counterparts or we think about 'Rita', the de facto robot server at [Chili's](#), guiding guests to their

tables, carrying food, and even singing 'Happy Birthday' to them. While these are very real scenarios, already 'in play' at multiple restaurant chains across the globe, the restaurant industry is embracing AI technology to drive innovation across all facets of their operations.

## Driving innovation in restaurants

Even before AI became the buzz word, [McDonald's](#) started using predictive AI technologies to forecast orders made in its 'drive-thrus'. By analyzing historical data about what customers ordered and when, McDonald's stores were able to anticipate rushes and even predict what menu item would be most popular during a given time of day.



We are going to power-up Deep Brew (Starbucks' AI/ML platform) with GenAI to take what customers might think about in terms of products and trends, bring that into how customers order, help the baristas build it and link it back to marketing (to enhance the Starbucks customer experience and ultimately achieve growth).

**Laxman Narasimhan**

Starbucks CEO while talking about SBUX Q4 FY2023 earnings on **CNBC**

We have just scratched the surface. Loyalty members have opted in to allow us to get the data so we can better meet their needs. I think we have a big opportunity to do that. That's going to be a key differentiator for us from the rest of the restaurant industry.

**Rob Lynch**

CEO of Papa John's, said on **Yahoo Finance** at Papa John's Q1 FY2023 earnings review

## Intelligent Restaurant Operations

Intelligent Restaurant Operations (IRO) from Capgemini, powered by Oracle Cloud, leverages AI and Machine Learning (ML) to track historical inventory and purchasing data, looking for trends and making real-time recommendations for smarter inventory management.

Knowing how many ingredients and supplies to buy can give businesses a strategic edge in the restaurant business. Not only does this ensure your restaurant has enough inventory in hand to avoid having to **86** a popular ingredient, but also helps reduce food waste by tailoring purchases to only what is needed. This is especially key for full-service / fine dining restaurants that need to order up to 300 ingredients for their weekly supplies.

Another way IRO leverages predictive AI is by understanding the traffic patterns of 'in room' dining guests and adjusting team member staffing to effectively manage kitchen capacity. This ability is essential for QSRs, with multiple restaurants in close geographic clusters, to optimize 'cloud kitchen' or 'ghost kitchen' capacity.

Capgemini believes that it is only a matter of time when most restaurant enterprises will leverage similar predictive AI and ML platforms to enable the selection process for their 'virtual brands'.

## Capgemini and AI

### Towards an Intelligent Enterprise

We believe that driving insights from analytics by leveraging AI is a big opportunity for restaurant enterprises, Quick Service Restaurant (QSR) or full-service alike. Intelligence driven digital transformations can enable restaurants with smarter operational strategy that is not just limited to our consumers' 'taste buds'.

## Unlocking the future: Capgemini's vision for AI revolution

Capgemini will be the vanguard of the AI revolution as a trusted partner to help our customers benefit from this exciting technology. Oracle's database and applications products have been acquiring AI capabilities for several years, and with their partnership with Cohere, an OCI Generative AI service has been unveiled.

IRO supports organizations in building comprehensive cloud business cases, complete with financial modeling, to operate a cloud portfolio with confidence, and lowering costs through the operating phase. We have successfully completed multiple journeys with many businesses and are committed to co-creating value through the transformative potential of a cloud-powered future.



*I am convinced that generative AI will play a major role in this transition. The Group will invest €2 billion in Artificial Intelligence to build its leadership in this breakthrough technology, that must be deployed responsibly, reliably, and sustainably.*

**Aiman Ezzat**

CEO, Capgemini

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## About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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