

From Fast Food to Fast Decisions: Accelerating the Agentic QSR Enterprise

Brillio Reinvents the Operating Model
Through Intelligent Agents



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The quick service restaurant industry is undergoing a structural reset.

Consumer expectations now assume speed, personalization, and seamless movement across in-store, drive-through, mobile, and delivery channels. Demand shifts by hour and geography. Inventory rotates rapidly. Labor availability fluctuates. Delivery economics remain pressured.

While many QSRs have modernized ordering interfaces, decision-making remains fragmented. Forecasting, pricing, staffing, replenishment, and loyalty are still optimized in silos. Small coordination gaps translate directly into waste, stockouts, margin erosion, long wait times, and inconsistent service.

AI is no longer a digital enhancement. It is becoming the operating layer.

The modern QSR enterprise must function as a coordinated system, where revenue growth, cost discipline, operational control, and customer experience reinforce one another in real time.

Brillio enables that shift through an agent-driven orchestration model embedded across the QSR lifecycle.

How AI Can Be Leveraged Across the QSR Lifecycle

AI's role in QSR is no longer confined to isolated automation or digital enhancements. It is becoming the operating layer that synchronizes revenue growth, cost discipline, and customer experience across the enterprise.

Within this model, Brillio delivers impact across six strategic levers:

- **Grow revenue through personalization:** LLMs and generative AI drive revenue growth via insights, targeted marketing, and innovative menus.
- **Powering food-preparation robots:** Service robots boost productivity, ghost kitchens optimize costs, and automation supports the human workforce.
- **Automating order processing:** Automated order processing can transform the day-to-day operations of restaurants.
- **Identifying repeat customers for enhanced service:** AI facial recognition devices identify returning customers, anticipate needs, and personalize experiences despite high staff turnover.
- **Optimizing supply usage:** AI streamlines kitchen operations, reduces waste, boosts efficiency, and frees workers for creativity and customer service.
- **Employee performance enhancement:** AI can analyze employee interactions and generate valuable insights for improvement.

Orchestrating Intelligence Across the Lifecycle

Brillio's differentiated approach is powered by **ADAM (Agentic Data and Application Management)**, our AI Accelerator Platform, which enables enterprises to deploy specialized AI agents across demand, ordering, store operations, supply chain, workforce, franchise governance, and customer lifetime value, operating as a unified intelligence system rather than isolated tools.

Through ADAM, demand signals inform staffing decisions. Promotional elasticity guides pricing strategy. Loyalty spikes trigger replenishment adjustments.



Transaction anomalies surface before leakage compounds. Each decision strengthens the next.

Demand & Traffic Intelligence

The Event & Weather Impact Agent feeds localized signals into the Store Demand Forecasting Agent, aligning labor and inventory before the first order is placed. The Promo ROI Optimization Agent evaluates uplift, elasticity, and cannibalization to protect margin while driving growth.

Impact: 3–7% waste reduction | 5–10% promotional ROI uplift | margin stabilization.

Ordering & Throughput Intelligence

The Drive-Thru Voice Agent, Real-Time Upsell Agent, and Queue Optimization Agent streamline transaction flow while protecting profitability. The Order Anomaly Detection Agent reduces refund leakage and error rates.

Impact: 20–30% faster ordering | 10–20% reduction in wait times | 3–7% AOV uplift | lower refund leakage.

Store Operations Intelligence

The Labor Optimization Agent dynamically aligns staffing with traffic patterns. Equipment Predictive Maintenance minimizes downtime, while the Shrinkage & Waste Detection Agent flags abnormal inventory patterns before margin erosion occurs.

Impact: 3–5% labor cost reduction | reduced equipment downtime improved store-level EBITDA.

Supply Chain & Inventory Intelligence

The Replenishment Optimization Agent and Spoilage Prediction Agent improve perishable handling and procurement reliability. The Vendor Performance Agent anticipates disruptions before they affect service quality.

Impact: higher fill rates | 3–7% waste reduction | cost stabilization.

Workforce & HR Intelligence

The Attrition Risk Agent, Dynamic Scheduling Agent, and Training Gap Detection Agent shift workforce management from reactive hiring to predictive retention and coverage planning.

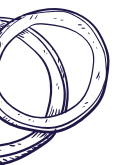
Impact: reduced attrition | lower overtime costs | higher training completion and CSAT.

Franchise Governance & Loyalty Intelligence

The Revenue Leakage Detection Agent and Franchise Risk Scoring Agent monitor compliance and transactional anomalies across the network. The Personalized Offer Agent, Next Best Action Agent, and Sentiment Analysis Agent activate loyalty dynamically based on behavioral signals.

Impact: leakage reduction | LTV uplift | AOV increase | NPS uplift | reduced churn.

Individually, each agent addresses a specific operational challenge. Collectively, they create a continuously learning operating model.





From Use Case to Business Impact

AI transformation in QSR must be sequenced to unlock measurable value. Based on comparable engagements and industry benchmarks, structured deployment across margin, operations, and customer experience delivers material financial outcomes.

Across implementations, AI capabilities have demonstrated the ability to:

- Reduce waste by **30–50%**
- Lower inventory costs by **10–20%**
- Improve lead times by **10–15%**
- Optimize delivery schedules by **5–10%**
- Increase revenue by **1–5%** through dynamic pricing
- Reduce customer service costs by **20–30%**
- Automate up to **80%** of routine inquiries

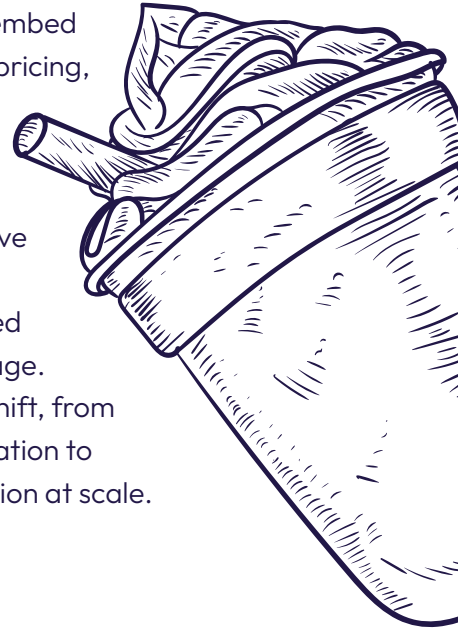
Organizations typically deploy in waves, beginning with high-confidence margin levers such as forecasting, pricing, and inventory optimization; expanding into operational control through predictive maintenance and intelligent automation; and progressing toward advanced intelligent experiences such as digital humans and digital twins.

This phased model delivers early ROI while building toward full lifecycle orchestration.

Designing the AI-First QSR Enterprise

The future of QSR will not be defined by speed alone, but by intelligent coordination across every decision point.

Organizations that embed AI into forecasting, pricing, operations, supply chain, workforce, and customer engagement will move beyond incremental efficiency to sustained competitive advantage. Brillio enables that shift, from fragmented optimization to AI-native orchestration at scale.





About Brillio

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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