How Al can serve up better dining experiences

Unlock the AI black box. Here's how restaurant marketers are using the tech. It's a fact: Al is changing the marketing game. But not every marketer uses AI the same way. Each industry has its own challenges. For example, restaurants and QSRs (quick service restaurants) are using AI to tackle operational efficiency and personalization. And data from the Epsilon Pulse report, **The state of AI in marketing**, shows 94% of restaurant marketers currently use AI to prepare or execute their marketing.

Let's take a closer look and understand how and why restaurants in particular are using Al.

The most popular AI use cases for restaurant marketers:

Data insights and analysis

Content generation

Data segmentation

What motivated your marketing organization to adopt AI?

Operational efficiency

Which key areas of restaurant marketing are most impacted by AI?

62%

54%

Personalized dining experiences

Mobile apps and/or online ordering

6% **54**%

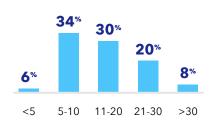
loyalty programs Social media marketing

Online reservations

How well is AI integrated into your marketing strategies?

Extremely well Somewhat well

Percentage of budget allocated to Al-related initiatives:



How are you measuring performance?

Improved efficiency and time savings

How is AI being used to optimize operational efficiency in the restaurant industry?



34% Customer service automation

26% Customer retention strategies

26% Personalized menu recommendations

14[%] Customer feedback systems

What were the common barriers to AI adoption?



Fear of change

What technical challenges have you faced during implementation?



Model accuracy

What organizational challenges have you faced?

Resistance to change and lack of expertise (tie)

