



**95%** accuracy  
for drive-thru orders  
completed by the Hi Auto  
attendant.<sup>1</sup>

“Customer complaints  
have gone down to  
nothing in the drive-  
thru.”

**Bill Sparks, VP  
Operations and  
Franchise Sales,  
Lee’s Famous Recipe  
Chicken**

# Conversational AI Reinvents the Drive-Thru

Lee’s Famous Recipe Chicken is using conversational AI to help employees serve customers and improve the drive-thru experience. The system—created by Intel® Partner Alliance Gold member Hi Auto—greet customers, takes orders, promotes new items and recommends sides, drinks, and desserts. If a customer asks a question the Hi Auto attendant doesn’t understand, it brings in a Lee’s employee to finish the transaction. Hi Auto uses deep learning AI to filter noise, recognize human speech, answer questions, and engage in two-way conversations. Hi Auto runs on a small audio box powered by Intel that integrates with existing restaurant speakers, microphones, and headset system. Natural language processing happens in the cloud on a Microsoft Azure instance powered by Intel® Xeon® processors.

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<sup>1</sup> For more complete information about performance and benchmark results, visit <https://www.intel.com/content/www/us/en/customer-spotlight/stories/lees-famous-recipe-chicken-customer-story.html>