



Omni-Channel

The intersection of AI and CX (Google Assistant and OnStar)





Innovative Approach

A brand new approach to order pancakes no matter where you are...

Using AI and CX to drive traffic by removing friction

Macgyvered together several systems to make one cool solution



New digital channel to entice guests to purchase and the time of decision making

Seamlessly fit into the current systems and operations with little training

Building new consumer muscles in the market by changing the rules of engagement



Lessons Learned

Engage all internal teams early in the process

Understand the meaning of "Dog Food" - Development

Discuss Data Early, what to capture and what to do with it

Ensure that you understand all partner processes

CX is everything, needs to entice and be easy

Prayer Works if you have the right negotiation skills