



TGI FRIDAYS

AI, ROBOTICS AND LEADING EDGE DIGITAL



AI allows engagement with Guests on a very personal level

Create and deliver a frictionless guest experience, in-store and off-premise, enabled by technology



Recognize and Engage the individual customer



Save and respect their time



Reward their loyalty in ways that are fun and easy



Treat them like an "Insider"

Efforts have driven measurable and significant value

500+%

Increase in Guest
Engagement on Social

Integration utilizing AI
bot technology on
Facebook, Twitter,
Instagram, Alexa, ...
expanded engagement

+41%

Open Rates

Utilized AI to Personalize
and deliver campaigns
across on and off premise
to increase ROI

- Finds the most effective email subject line
- Suggests the right image to show
- Optimizes channels to send message

100+%

Online Revenue
Growth

AI efforts drove
significant increases
in online ordering,
reservations and in-
restaurant social
engagement

+25%

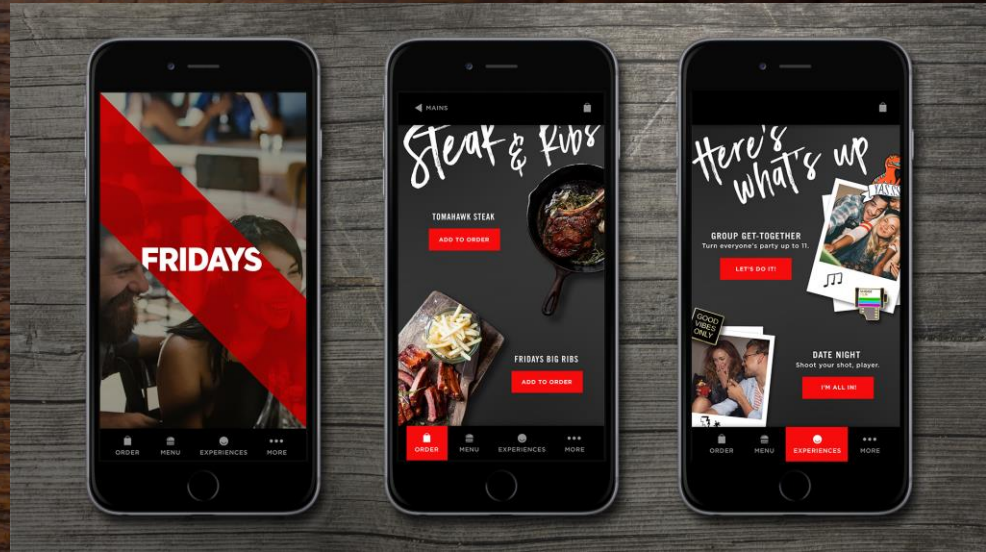
Click-Thru
Rates

Moving forward our AI and Digital efforts will drive enhanced Guest experiences

+??%

KPIs

Allowing AI to create specific “experiential” capabilities that allow our Guests to interact both in the physical and digital worlds inside our restaurants



Lessons Learned (so far)



Crawl, crawl, crawl, then maybe start taking some baby steps – there is no award for speed – both you and the AI need time to “learn”



Don't be the smartest person in the room – great ideas and innovation comes from internal and external collaboration – especially in the world of AI



Always start and end with the Guest/Consumer in mind – meet their needs, but also “surprise and delight” – the technology must drive ROI, not just be PR “cool”