

# How Krispy Kreme Boosted Efficiency & Sales with AI-Powered Drive-Thru Ordering

Customer: **Krispy Kreme**



## Problem:

**Krispy Kreme faced rising labor costs due to minimum wage increases, while also struggling with lower drive-thru traffic.**

Staff were stretched thin, juggling in-store guests and drive-thru orders, leading to longer wait times, missed upsell opportunities, and inconsistent customer experiences—making it harder to win and retain customers.



## Solution:

OfOne's AI-powered voice ordering streamlined the drive-thru experience by automating order-taking with speed and accuracy.

This reduced labor strain, allowing staff to focus on in-store guests while ensuring consistent upselling.

**As a result, Krispy Kreme saw faster service times, an increase in upsell rates, and improved customer satisfaction, all while managing costs more effectively.**

## Business Impact:

Labor Saving:

**\$30,000+**

annually per store

Sales Impact:

**\$15,000+**

sales per store via upselling

Throughput:

**10 secs → 0**

secs to greet customer



**OfOne's AI has transformed our operations. It handles drive-thru orders seamlessly and frees up our staff to focus on in-store customers.**

AI upselling has had a big impact on sales—11% of orders now include a bottled beverage, up from less than 3%—and customer satisfaction has improved with more engaged team members.

**David R. General Manager**