



*Interplay's drive-through system significantly improves the retail experience, particularly for stores facing limited connectivity challenges. Its ability to provide an accurate order-taking experience boosts operational efficiency."*

- Brian Sathianathan  
CTO, Iterate.ai



Drive-throughs today are enjoying increased customer traffic, however high volumes of customers can increase wait times. This, in addition to challenges such as hearing customer orders in noisy environments, can lead to inaccurate and substandard transactions. Interplay Drive-thru enhances customers' drive-through experiences with an automated LLM-powered speech recognition platform that speaks and takes customer orders accurately and efficiently. The solution seamlessly integrates with existing hardware infrastructure such as menu boards, microphones, and speakers. The model operates locally on the edge and has been optimized by Intel® Xeon® Scalable processors to make language processing even faster. The platform can help employees keep up with demand and even suggest items to encourage upsells and help increase sales.

# Interplay Drive-thru

Streamline Drive-Through Customer Transactions with an LLM-based Conversation Platform

## Key Features



Low-code AI



Full Speech Recognition



Real-time Responses



Trainable Menu Knowledge

### Verticals:

- Hospitality
- Retail

### Use Cases:

- Interactive Media
- Asset & Operations Optimization

### Country/Geo:

- North America
- Western Europe

### Learn more:

- [Iterate Website](#)
- [Iterate and Intel Enhance Performance Blog Post](#)
- [Demo Webpage](#)

### Intel Products and Technologies

- [Intel® Xeon® Scalable Processors Product Page](#)
- [Intel® Optimization for PyTorch Product Page](#)
- [AI tools from Intel Product Page](#)
- [Intel® Distribution of OpenVINO™ Toolkit Product Page](#)

