

SOUNDHOUND PRESENTS A
WHITE CASTLE AND SOUNDHOUND AI CASE STUDY

White Castle adds AI to the menu

SoundHound AI





America's first fast food hamburger chain becomes the first to adopt voice AI in its drive-thru.

FOUNDED ON SEPTEMBER, 13, 1921
WHITE CASTLE IS CONSIDERED
THE FIRST FAST-FOOD
HAMBURGER CHAIN
IN THE WORLD.



The Challenge:

With explosive growth in takeout channels such as drive-thrus, White Castle faced multiple challenges:

- Overworked staff**
- Longer wait times**
- Order accuracy**
- Less customer face time**



“Because of staffing shortages, our drive-thru team members really had five jobs besides working the register.”

— MIKE GUINAN, VP OF OPERATIONS AT WHITE CASTLE



“We needed to up our capacity to handle exploding drive-thru business and serve customers faster with high order accuracy.”

— JAMIE RICHARDSON, VP OF MARKETING AND PUBLIC RELATIONS, WHITE CASTLE



“What if we could reallocate that person who was sitting at the register and punching in an order, so that they can now interact with customers face to face.”

— JEFF CARPER, COO, WHITE CASTLE

To confront these challenges, White Castle adopted one of the most innovative technologies on the market:

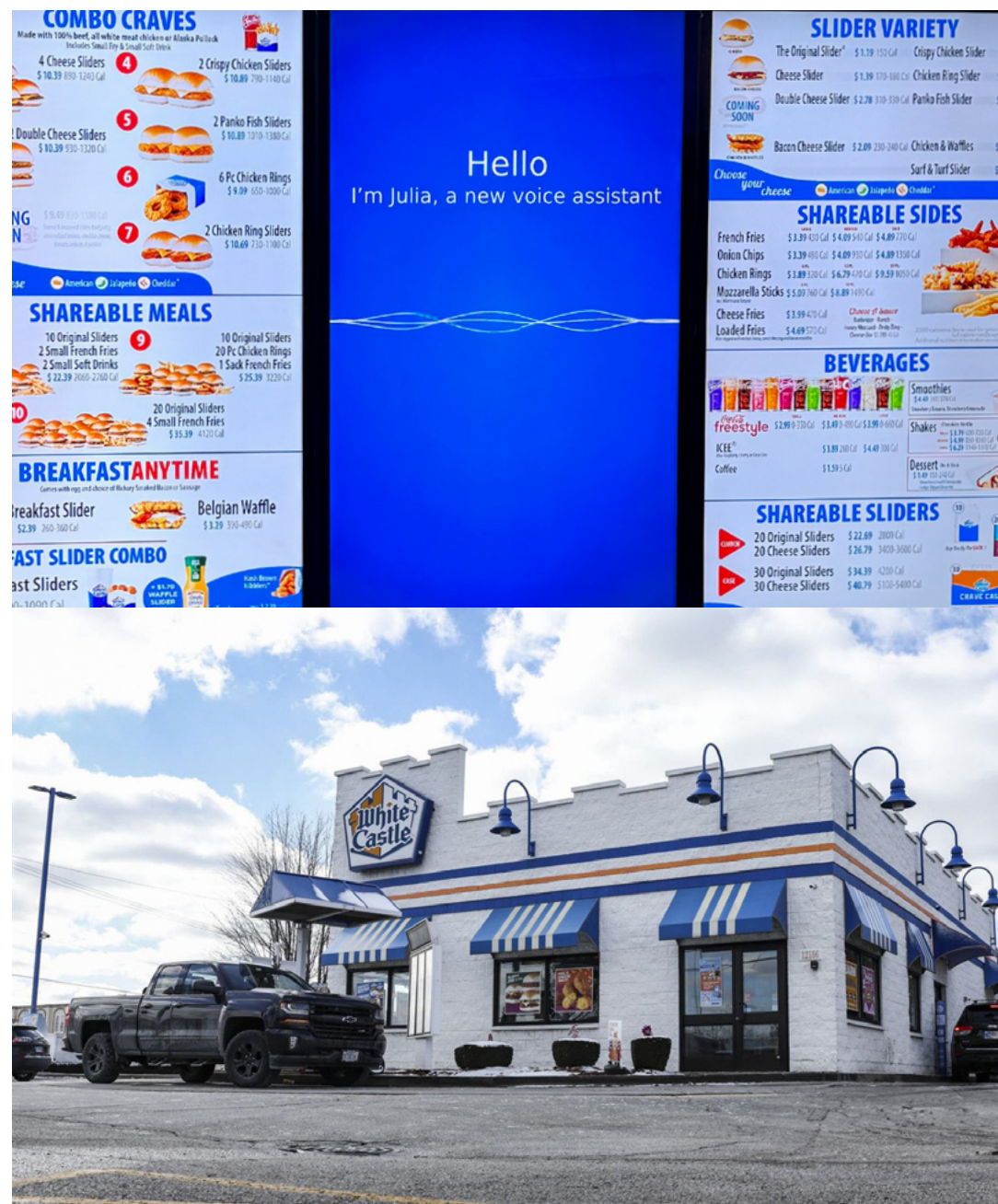
AI voice assistant from SoundHound AI.



Meet Julia, White Castle's new AI voice assistant.



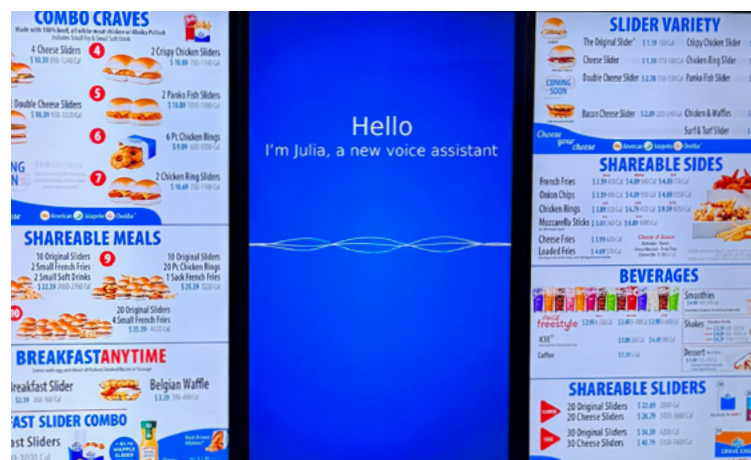
JULIA WAS NAMED FOR JULIA JOYCE, THE FIRST HOSTESS IN FAST FOOD. SHE WORKED AT WHITE CASTLE DECADES AGO AND WAS TO SLIDERS WHAT BETTY CROCKER IS TO COOKIES.



How does Julia help White Castle?

1. Julia takes the customer's order using voice recognition and voice AI. There are 72 ways to order a #1 combo and Julia knows all of them.
2. At the pick-up window, employees spend more time personally greeting customers and assuring their satisfaction because they don't have to take the order of the next car in line.

Julia brings efficiencies.



Faster Service

Julia is never distracted. She starts speaking as soon as the customer drives up. Completed orders are sent directly to the POS and the kitchen display. Each order is taken in less than 60 seconds.

Better Service

Employees engage personally when customers pick up food — greets them, hands the order, and fulfills special requests like extra sauce, straws, or utensils.

Higher Order Accuracy

Customers see their order on the display and upsell options. Julia confirms order and amount, then transfers the order into the POS — no manual input reduces errors.

Results: It worked.



**OVER 90%
ORDER
COMPLETION
RATE**



**IMPROVED
ORDER
ACCURACY**

No manual input



**REPEAT
BUSINESS**

Higher customer
attention pleases
customers



**ORDER TAKEN
IN LESS THAN
60 SECONDS**

No waiting on employee
to begin order



**LESS
STAFF
BURNOUT**

Julia handles
repetitive tasks



**REDUCED
TURNOVER
RATES**

Happier employees
stay longer



**INCREASED
UPSELLING**

Consistent Upsell
100% of the time



What they are saying about Julia.

“Customers like that they get consistent service from Julia every time. They don’t have to worry about what kind of attitude they may get on the other side. And Julia always gets the order correct.”

— TIFFANY FIZER, WHITE CASTLE DISTRICT MANAGER





Employees are fans.

“At one point the IT staff had to take Julia down for a few hours, and the team kept saying “When is she coming back on? We miss Julia.”

— MIKE GUINAN, VP OF OPERATIONS AT WHITE CASTLE

“Julia never calls out sick and she doesn’t miss the bus. She’s always working, talking, taking orders — she gives the team energy.”

— JEFF CARPER, COO, WHITE CASTLE



Customers like her.

“It was pretty smooth. Julia’s very nice, she has a nice voice, and she understood everything easily.”

— CUSTOMER 1



“I liked it. I didn’t have to repeat myself. She captured everything I said on the first go around. The accuracy was good.”

— CUSTOMER 2

How can SoundHound help your restaurant?

Are your drive-thru lanes backing up during rush hours?

SoundHound can process multiple orders simultaneously. And our voice assistant is ready the moment your customer drives up. Customers are always happier when lines move faster.

Are staffing issues impacting order accuracy?

Order accuracy is a hot-button issue and can impact loyalty. Soundhound's technology increases order accuracy through its visual and audio confirmation of customer selections. When orders are correct, it helps build loyalty and retain customers.

Are your training and onboarding costs increasing?

Did you know that 50% of staff at most QSRs leave every 90 days? SoundHound helps reduce turnover by handling repetitive tasks and reducing staff burnout. So you can retain more workers and do less training.

Is your staff upselling 100% of the time?

The industry standard is 42%, which leaves a lot of \$ sitting on the table. SoundHound upsells 100% of the time. Which means a sizable increase in your average revenue per customer.

Are you looking to scale Voice AI efficiencies?

SoundHound works across all major POS systems and back-of-house operations. So you can voice-enable your drive-thrus, phones, kiosks, and improve employee operations.

Talk to an Expert

SoundHound AI

WANT TO LEARN MORE ABOUT VOICE AI?

Visit SoundHound.com