

CASE STUDY

Generative AI Center of Excellence in QSR Industry

→ Challenge

A leading quick-service restaurant (QSR) brand recognized the potential of generative AI to transform its business, but to move from inspiration to execution, the organization needed a structured approach. Leaders agreed that the first step was to establish a centralized function capable of driving innovation, aligning stakeholders, and accelerating adoption across the enterprise.

→ Solution

SEI was brought in to establish an AI Center of Excellence (CoE) and lay the foundation for long-term innovation. Working alongside cross-functional leaders, we:

- Defined a scalable framework to surface, assess, and prioritize AI product ideas
- Built a robust innovation pipeline, starting with more than 60 high-potential use cases
- Prioritized efforts based on deployment complexity and business value, balancing feasibility with long-term impact
- Aligned Legal, Compliance, Finance, and Technology teams to ensure appropriate guardrails were embedded from day one
- Focused resource allocation on fast-cycle experimentation and early value delivery

→ Results

The CoE unlocked an enterprise-wide capability to scale AI thoughtfully and quickly. Together we:

- Conducted over 15 proofs of concept in the first 120 days, driving rapid testing and iteration
- Established a repeatable methodology for evaluating and advancing AI ideas across the business
- Created alignment across critical functions, embedding responsible AI principles into every step of the process
- Continually refined the product lifecycle, using real-time feedback to improve speed, structure, and success

