SEI

CASE STUDY

Evaluating AI Readiness for Large Quick-Service Restaurant Chain

→ Challenge

A national quick-service restaurant (QSR) chain identified an opportunity to integrate artificial intelligence into its operations, but needed clarity on where AI could deliver the most value while proactively managing risks related to data privacy, regulatory compliance, and algorithmic bias. Without a clear view of their infrastructure, workforce capabilities, and data quality, they risked making misaligned investments and having fragmented adoption.

→ Solution

SEI partnered with business and technology leaders across the enterprise to conduct a comprehensive AI readiness assessment. Together, we:

- Engaged 13 business areas to identify high-impact, high-feasibility AI use cases

- Evaluated infrastructure maturity, workforce capabilities, and organizational readiness

- Assessed data quality and governance practices to ensure AI reliability

- Applied the RICE framework to prioritize opportunities by risk, impact, confidence, and effort

- Conducted a workforce impact analysis to anticipate role shifts and resourcing needs

- Facilitated interviews, surveys, and workshops to align AI strategy with enterprise goals

→ Results

The assessment helped the organization chart a clear path forward, which:

- Improved efficiency and cost control by identifying automation opportunities projected to save 84K–329K hours annually - a 16% productivity lift

- Enabled workforce transformation, freeing up capacity for higher-value work and establishing a roadmap for training, upskilling, and change enablement

- Informed strategic decision-making by surfacing priority AI initiatives, refining strategic focus, and addressing adoption risks up front