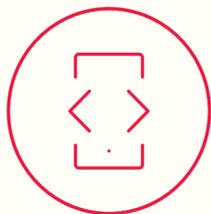


CASE STUDY

AI-Powered Chat Platform in the QSR Industry



AI & Technology



Application Development



Concept to Delivery



Solution Delivery

→ Challenge

A global quick-service restaurant organization set out to implement an internal AI-powered chat platform to streamline operations and support innovation at scale. The fast-paced environment created hurdles around fragmented workflows, inconsistent governance for emerging technologies, and a lack of clarity on how to deploy AI securely across multiple business functions. Without a structured approach, adoption risked being inefficient, non-compliant, and difficult to sustain.

→ Solution

SEI partnered with the client to prepare the organization for large-scale AI deployment by establishing a strong, scalable operational foundation. The solution included:

- Translating business and technical requirements into clear processes to guide AI design and implementation
- Streamlining deployment and testing workflows to accelerate rollout while maintaining accuracy
- Establishing governance frameworks, policies, and risk controls to support secure and compliant AI use
- Introducing standardized workflows and communication models to align cross-functional teams

→ Results

The successful deployment of the AI-powered chat platform strengthened the organization's operational foundation while advancing its broader digital transformation goals. By pairing secure technology with disciplined governance and standardized processes, the initiative positioned the organization to scale AI adoption with confidence. As a result, the organization:

- Enabled faster employee access to knowledge and tools, improving day-to-day efficiency
- Established a consistent, enterprise-wide AI platform supported by clear governance and controls
- Reduced compliance risk while increasing leadership trust in responsible AI use
- Introduced standardized workflows and repeatable processes to support long-term transformation

