



CASE STUDY

Generative AI Center of Excellence (Gen AI CoE) in QSR Industry

→ Challenge

In early 2024, a quick-service restaurant (QSR) company recognized that generative AI would play a critical role in improving store operations and day-to-day efficiency. To move quickly but intentionally, the organization needed a centralized approach that could establish generative AI capabilities in a short timeframe. The goal was to launch a cross-functional center of excellence that treated generative AI as a foundational capability that could be applied consistently across the business rather than being developed in silos.

→ Solution

SEI partnered with the client to establish a product development pipeline for generative AI. The approach centered on engaging business and technology leaders to vet ideas based on feasibility and business impact. Our work included:

- Sourcing more than 60 generative AI ideas from leaders across the organization
- Establishing clear prioritization criteria based on deployment complexity and potential value
- Implementing a pipeline management model to allocate technology resources based on speed to market and expected impact

→ Results

The new pipeline created a repeatable and scalable process for developing generative AI products. Through this work, the organization achieved:

- A consistent methodology to source, evaluate, and prioritize generative AI ideas before deployment
- Early integration of Legal, Compliance, Finance, and Technology leaders to ensure appropriate guardrails throughout testing
- More than 15 proofs of concept completed within the first 120 days, resulting in the deployment of six new generative AI products
- Ongoing improvements to the product development lifecycle based on real-world testing and lessons learned



AI & Technology



Product Management



Solution Delivery



Solution Design