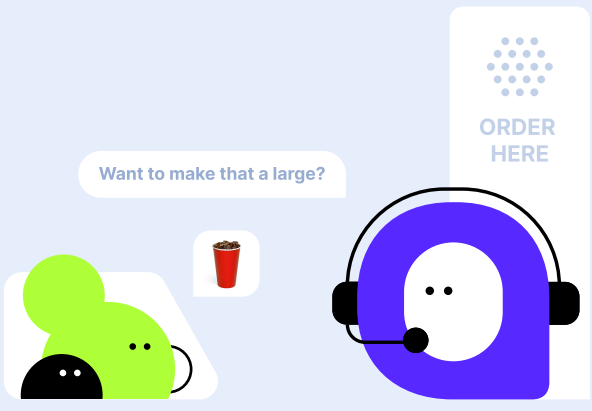
hi auto

DRIVE THRU

Your Drive-Thru Is Leaving Money on the Table. Every. Single. Day.

Human order takers upsell about 20% of the time.
Hi Auto upsells 100% of the time.



The Reality at Your Drive-Thru

You open at 6 AM, and by 10 AM you're short two people. The order taker is also bagging. They're also cashiering. Upselling? Forget it. They're surviving. And even on a fully staffed day, most order takers are inconsistent. Some shifts they upsell. Some shifts they don't. Some shifts they call in sick.

Your drive-thru handles 70%+ of your revenue. Every missed upsell is money walking out the lane.

You've probably seen Voice AI solutions that look great in a pilot, but moving from a pilot to full scale is a different game. More menus, more configurations, more complexity. Here's what actually holds up.

What Hi Auto Delivers. Consistently. At Scale.

100% of orders
Upsell Consistency

93% ↗
Order Completion

96%
Order Accuracy

3-8 hrs/day/store
Labor Saved

17% ↘
Employee Turnover Reduction

1-2%
~$15K-$20K/yr per store
Average Ticket Increase

These aren't pilot numbers. This is across ~1,000 stores. 100M+ orders per year.

Let's Do the Math

The technology pays for itself with labor savings alone. The upsell revenue? That's extra money in your pocket.

Example: A 15-store franchisee

ROI Driver	Per Store/Day	Per Store/Month	15 Stores/Month
Labor savings (5 hrs avg × $15/hr)	$75	~$2,250	~$33,750
Upsell lift (1.5% on $3,000 daily avg)	$45	~$1,350	~$20,250
Combined monthly impact			**~$54,000**



“We've taken employees that were doing three tasks before, order taking, fulfilling, and cashiering, and taken 33% of the tasks away, but probably 50% of the work.”

Richard Del Valle
CIO & Chief of Staff
Bojangles

Simple. Consistent. No Headaches.

A guest pulls up. Hi Auto greets them within seconds. Takes their order. Upsells the right item at the right time. Confirms the order. The guest pulls to the window.
Your cashier? They're not stressed. They're not multitasking. They're focused on the guest right in front of them. Bagging. Smiling. Doing their job well.
That's it. 1-3 interventions per day. Your team barely touches it.

100% Upsell, Every Order.
Hi Auto suggests the right item based on daypart, promo, and order context. No bad moods. No forgotten scripts. Every single time.

Your Brand, Your Voice.
Clone your best employee's voice. Customize scripts, LTOs, and regional offers. You stay in control. Corporate stays happy.

Labor You Can Redeploy.
You're not cutting people. You're freeing them. The order-taking position disappears. Your team refocuses on food quality and hospitality.

Don't Take Our Word for It. Take Theirs.

“You might get an upsell 20% of the time with humans in the drive-thru. With Hi Auto, we're getting it 100% of the time.”

Ryan Weaver
CEO, Lee's Famous Recipe Chicken
Lee's Famous recipe chicken

“99% of the franchises that have tried it, have stuck with it.”

Jose Armario
CEO, Bojangles
Bojangles

“From day one the biggest thing I noticed was that the crew members felt a sense of relief.”

Neil Pathak
Neil Pathak, Owner, Star Enterprises
(30-store Bojangles franchisee)
Bojangles

“Hi Auto is an essential tool in the tough labor market of 2025.”

Jason Amell | JASAM Enterprises
Director of Operations
Checkers & Rally's

Ready to See What 100% Upsell Consistency Looks Like at Your Stores?

Most franchisees start seeing results within weeks.
Pilot setup takes as little as 8 weeks.

Book a Consult

