Global QSR Brand Sets Data and AI Strategy for Personalization

A leading quick-service restaurant chain needed a clear data and AI strategy to align teams, accelerate product delivery, and support personalization goals. Indicium delivered a modern architecture roadmap, prioritized initiatives, and built a foundation for real-time insights and AI-driven customer engagement.

9x+
ROI From
Personalization Initiatives

87%
Increase
Engineering Productivity

82%
Cost
Reduction