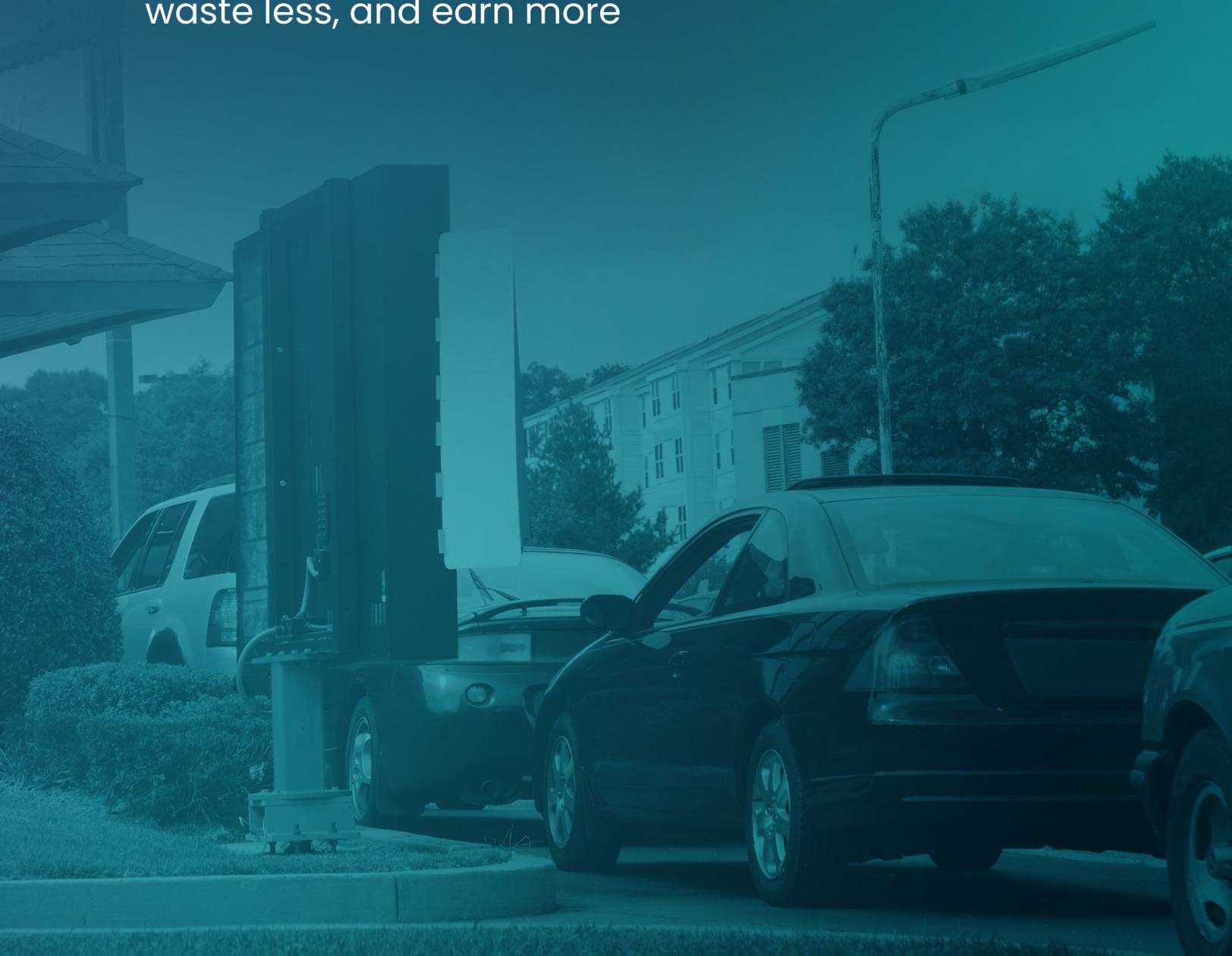




QSR guide to driving profit with AI-powered video

How cloud AI helps QSRs move faster,
waste less, and earn more



What you can't see is costing your business money

If you run a quick service restaurant (QSR), you don't need anyone to tell you. Margins are tight, labor costs are climbing, and customers expect fast, accurate service every time.

The drive-thru is your bread and butter. It accounts for anywhere between 50-70% of total quick service restaurant sales (QSR Magazine), but even a **30-second delay in drive-thru service can cost \$32,000 per restaurant each year** (SeeLevel HX). Multiply that across 50 locations and you're looking at \$1.6 million in lost revenue, just from slower drive-thru times.

Most drive-thrus are built around buried sensors, not visual context. Those sensors tell you how many cars are in line, but not why the line is moving slowly. Kitchen teams get numbers, not sightlines - unless someone's literally leaning out the window to see what's happening.

The problem isn't a lack of data, it's a lack of context for what the data is telling you. Traditional systems track car counts and service times but miss the full story - the merge-point confusion, the late pull-ahead, the double order, or the drive-off.

Add high turnover, training gaps, and juggling too many systems - POS, cameras, timers, dashboards and many others - and it's tough to keep every location running smoothly. Legacy tools only tell you what went wrong after the fact, not why it happened.



The truth is, the little things add up fast. Here are the hidden inefficiencies quietly eating into your profit:



Inconsistent service between stores

Guest experience swings wildly from one location to another. Without a real-time view, you don't know which stores are falling behind until customer survey complaints roll in. By then, it's too late. More than half of customers (51%) stop doing business after one bad experience (Simplr).



Drive-thru and front-counter bottlenecks

Merge-point confusion or slow hand-offs can snowball during rush hour, costing thousands a week. Every seven-second reduction in service time sees an increase of 1% in sales over time (the Institute for Operations Research and the Management Sciences).



Staffing and scheduling gaps

Overstaffing wastes payroll, understaffing slows service. Bad staff scheduling impacts customer satisfaction, and leads to high team turnover. Replacing a single hourly restaurant employee stands at \$5,864 (Cornell).



Order errors, employee theft, and POS fraud

Small mistakes and internal theft quietly drain your profit. According to the National Restaurant Association, QSRs lose a whopping 7% of sales due to employee theft.



A 30-second delay in drive-thru service can cost \$32,000 per restaurant each year.

SeeLevel HX



QSRs lose 7% of sales due to employee theft.

National Restaurant Association



How AI-powered video helps you run faster, smarter, and more profitably than ever

You can't fix what you can't see, and that's where AI comes in. The best cloud AI technology pulls together your video, POS, and operational data into one clear view so you can spot issues early, fix them fast, and keep things running smoothly.



We've caught a lot of theft in our restaurants because of the clarity and ease of accessing footage. It's helped us identify and act on misconduct quickly. A lot of time spent in the investigation side of the business has decreased substantially... it's just so much more seamless, and we can get on with our day. That's a huge savings for us.

Johanna Hillman
Operations Manager at
Bull Market Holdings,
a McDonald's franchisee.



Here's how the most successful QSR operators are using AI video to boost speed, accuracy, and profit:

Step 1: Transform your drive-thru

Your drive-thru drives most of your sales, but traditional sensors don't tell the whole story. Cloud AI tracks car flow, order times, and lane performance to uncover what's really happening. If a car drives off mid-queue, you'll see it instantly, preventing wasted food and mix-ups while keeping the line moving.

Step 2: Real-time detection and verification of threats

AI monitors your drive-thru, counter, and kitchen footage, flagging theft, refund fraud, or unusual behavior and linking it directly to transaction data. No more chasing false alarms, each alert comes with verified video. If a refund happens without a customer present, you have clear proof to take action confidently and avoid guesswork or legal risk.

Step 3: Unify operations through AI and the cloud

Connect your video, POS, sensors, and other key systems in one dashboard for a full view of what's happening, where, and why. If orders start backing up, for example, AI identifies whether the issue is the kitchen, merge point, or payment window, helping you fix it fast.

Step 4: Gain real-time, actionable insights that improve profitability

AI surfaces trends and root causes that affect speed, accuracy, and guest satisfaction before they impact your bottom line. If one store's service time spikes, it helps you see whether the problem is staffing, training, or workflow.

Step 5: Drive automation and scale with AI Agents

AI automates the monitoring and audit work your team doesn't have time for, flagging risks and inefficiencies automatically. Customizable agents adjust to each store's workflow and risk profile, making it easy to scale visibility and security across your business - freeing your team to focus on tasks that actually drive revenue.

With the right technology, your video system becomes a profit driver - not a cost center - without rebuilding your tech stack. Look for a solution that integrates with what you already use, delivers 99.9% uptime, offers 24/7 support, and requires no rip-and-replace. When you adopt cloud AI, you don't just upgrade your cameras - you upgrade how you operate: faster service, fewer losses, happier teams, and stronger margins.



About Solink

Most QSRs already have the hardware they need, they're just not getting full value from it. Solink unlocks that value by turning your existing cameras into powerful business tools that deliver insights far beyond security.

With Solink's AI-driven video intelligence, you can detect and verify real incidents, tie them to transactions, and uncover trends that impact speed, accuracy, and profit - all without new cameras or major tech upgrades.

Solink works with your current systems, eliminating false alarms, preventing loss, and scaling effortlessly across every location. The shift from basic video recording to **AI-powered vision intelligence** is here, and you can start using it today with what you already have.

[Book a demo today](#)

