

Beef 'O' Brady's Rolls Out SoundHound's Advanced Voice AI Ordering System

Customers of the popular family sports restaurant can now place phone orders via an advanced AI voice assistant

SANTA CLARA, Calif.--(BUSINESS WIRE)--Jul. 17, 2024-- SoundHound AI, Inc. (Nasdaq: SOUN) ("SoundHound"), a global leader in voice artificial intelligence, and Beef 'O' Brady's, the family sports bar and grill chain, today announced a collaboration to enable customers to place phone orders for pick-up via a sophisticated voice AI ordering system. The popular restaurant chain operates in more than 20 states across the US.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240717148262/en/>



SoundHound AI and Beef 'O' Brady's today announced a collaboration to enable customers to place phone orders by speaking with an advanced AI voice assistant. (Graphic: Business Wire)

speaking naturally.

The system is highly accurate, and even during busy periods the AI answers 100% of calls — including taking multiple orders simultaneously — allowing Beef 'O' Brady's staff to concentrate on preparing delicious meals and providing excellent service to in-store patrons.

Now, as the nation gears up for the 2024 Summer Olympics, Beef 'O' Brady's customers can enjoy the convenience of ordering their favorite meals seamlessly using SoundHound's automated AI ordering system. Whether hosting a viewing party at home, or enjoying the games with family, fans can be confident their phone orders will be captured and processed quickly and accurately.

Beyond taking orders, SoundHound's AI technology can answer a variety of menu-related questions, provide information about specials and promotions, and handle inquiries about opening times, parking, allergens, and other frequently asked questions.

"At Beef 'O' Brady's, we're committed to innovation and customer satisfaction," said **Jason Saposnik, VP of Information Technology at Beef 'O' Brady's**. "With SoundHound, we're integrating cutting-edge AI technology to make ordering food as simple and natural as possible, allowing our staff to focus on what they do best — serving great food and experiences. We're ensuring that every interaction with Beef 'O' Brady's is smooth and enjoyable."

SoundHound AI continues to expand its footprint in the restaurant industry, supported by [a recent consumer study](#), commissioned by the company, revealing that nearly 80% of regular diners in the U.S. believe that AI voice assistants will handle most food ordering in the next few years. SoundHound's voice AI solutions are already deployed in over 10,000 restaurant locations, with solutions for phone, drive-thru, kiosk, headset, and other devices. SoundHound also [recently acquired Allset](#), an online ordering platform that connects restaurants and local customers, to further increase the company's restaurant industry relationships and reach.

"As consumer preferences shift towards convenience, optimizing the ordering experience is essential for restaurants," said **James Hom, Chief Product Officer at SoundHound AI**. "Beef 'O' Brady's is leading the way in embracing AI technology, enhancing customer interactions throughout their journey. We are thrilled to partner with them to advance the dynamic restaurant landscape, and to continue to expand our footprint in the restaurant space."

For more information about SoundHound AI's restaurant solutions, visit www.soundhound.com.

About SoundHound AI

SoundHound AI (Nasdaq: SOUN), a global leader in conversational intelligence, offers voice AI solutions that let businesses offer incredible conversational experiences to their customers. Built on proprietary technology, SoundHound's voice AI delivers best-in-class speed and accuracy in numerous languages to product creators across automotive, TV, and IoT, and to customer service industries via groundbreaking AI-driven products like Smart Answering, Smart Ordering, and Dynamic Drive Thru, an AI-powered multimodal food ordering solution. Along with SoundHound Chat AI, a powerful voice assistant with integrated Generative AI, SoundHound powers millions of products and services, and processes billions of interactions each year for world class businesses.

About Beef 'O' Brady's

Beef 'O' Brady's is a franchise of family sports pubs that provides the perfect atmosphere for friends and families to watch the game and grab a bite. With a focus on providing value without sacrificing quality, the Beef 'O' Brady's menu features delicious family favorites. Beef 'O' Brady's is strongly dedicated to community involvement through ongoing partnerships with local schools, youth sports leagues and other community groups. Beef 'O' Brady's currently operates 140 locations in 21 states. For more information about franchising opportunities, visit <http://www.beefobradysfranchise.com>.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20240717148262/en/): <https://www.businesswire.com/news/home/20240717148262/en/>

Fiona McEvoy
415-610-6590
PR@SoundHound.com

Source: SoundHound AI, Inc.

Initially live in all corporate locations — and now available for integration into franchises — SoundHound's voice AI technology is trained on Beef 'O' Brady's extensive menu and designed to understand regular human speech so that customers can order by