

SoundHound AI Supports Church's Texas Chicken® to Power Voice AI Ordering at the Drive-Thru

Popular Chicken Chain Pilots SoundHound's Award-Winning Voice AI Ordering System at the Drive-Thru to Streamline Orders, Reduce Wait Times, and Empower Staff

SANTA CLARA, Calif.--(BUSINESS WIRE)--Dec. 11, 2024-- SoundHound AI, Inc. (Nasdaq: SOUN), a global leader in voice artificial intelligence, today announced details of a deal with [Church's Texas Chicken](#)®, one of the largest quick-service chicken restaurant chains in the world, to provide the global chain with a voice AI-powered drive-thru ordering solution.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241211684472/en/>



SoundHound AI today announced details of a deal with Church's Texas Chicken®, one of the largest quick-service chicken restaurant chains in the world. (Photo: Business Wire)

Church's Texas Chicken drive-thru guests will have the option to place their order using SoundHound AI's Dynamic Drive-Thru solution. This breakthrough AI voice platform offers instant, continuous audiovisual feedback in response to verbal

commands, allowing guests the ability to communicate their order as if they were talking to a human. The system is designed to ignore off-topic speech to increase the accuracy of order placement.

"At Church's, our guests' experience is extremely important to us and we are always looking for innovative ways to help improve service and the overall guest engagement," said Ahnaf Ali, Chief Information Officer of Church's Texas Chicken. "SoundHound's AI technology will enable us to process orders faster with greater efficiency, reduce wait times and streamline team workflows."

SoundHound's voice AI technology enhances drive-thru efficiency by promptly greeting customers, quickly taking orders, visually confirming requests, and listing options to speed up transactions. Dynamic Drive-Thru also increases the order throughput potential by allowing the restaurant crew to focus on fulfilling orders through the pickup window – with up to 90% of orders completed without human intervention. If customers would prefer to speak with a member of staff, they will still have that option.

"Integrating our technology into Church's Texas Chicken restaurants marks a significant milestone in drive-thru innovation," said James Hom, Chief Product Officer at SoundHound AI. "With Dynamic Drive-Thru, consumers can speak naturally as they would to a human and have the same customer experience they're used to, while adding the benefit of helping busy employees seamlessly process orders and focus on providing what matters most – preparing great food and offering excellent customer service."

SoundHound's proprietary technology is backed by millions of hours of voice data and an annual query run rate of multiple billions. To learn more about restaurant solutions from SoundHound AI, visit www.soundhound.com.

About SoundHound AI

SoundHound (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 Church's Texas Chicken® / Texas Chicken™

Founded in San Antonio, TX in 1952 by George W. Church Sr., *Church's Texas Chicken*®, along with its sister brand *Texas Chicken*™ outside of the U.S., is one of the largest quick-service chicken restaurant chains in the world. The brands specialize in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, tenders, sandwiches, freshly baked *Honey-Butter Biscuits*™, and classic, home-style sides all for a great value. *Church's Texas Chicken*® and *Texas Chicken*™ have more than 1,500 locations in 22 countries and global markets and system-wide sales of more than \$1.4 billion. Owned by High Bluff Capital Partners and FS Investments since 2021, Church's® celebrated its 70th anniversary in 2022.

For more information, visit www.churchs.com and texaschicken.com. You can also follow *Church's Texas Chicken*® on [Facebook](#), [Instagram](#), [X](#) and [TikTok](#). More details on franchising opportunities are available at <https://franchise.churchstexaschicken.com> or <https://franchise.texaschicken.com>.

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