



CUSTOMER SUCCESS STORY

# A Restaurant Group Cuts Food Waste by 35% and Grows Revenue by 28% with AI

A growing restaurant group was losing money on food waste, struggling to keep staffing costs under control, and missing out on repeat customers because there was no proper system to stay in touch with them. They came to GSDC AI Consulting to sort out the daily operational challenges and make better use of the data they already had. Ten weeks later the restaurants were running more efficiently and revenue was heading in the right direction.

**80+**

**Staff Impacted**

**10**

**Weeks Engagement**

**35%**

**Food Waste Reduced**

**28%**

**Revenue Growth**

AI for restaurants is helping owners and operators do something that has always been hard in this industry — run a tight operation while still delivering a great guest experience. Restaurants of all sizes work on very thin margins. Food costs, staff costs, and waste can make or break a business, and most restaurant owners are managing all of it manually. AI tools for restaurants are changing that by giving operators real visibility into what is driving costs and what is driving revenue so they can make smarter decisions every single day.



# The Challenge

## Program Profile

**AI Focus:** Restaurant Operations & Revenue

**Industry:** Food & Beverage / Hospitality

**Region:** North America, UK & Europe

**Audience:** Restaurant Owners, Operations & Front of House Teams

## What Was Going Wrong

The restaurant group was dealing with the same problems that affect most food businesses at some point. Each issue was quietly draining margin and limiting growth.

### High Food Waste

Ordering was based on guesswork rather than actual demand patterns, leading to consistent over-purchasing and spoilage every week.

### Poor Staff Scheduling

Rosters were built manually and did not match actual shift demand — too many staff on quiet nights, not enough cover during busy services.

### Inconsistent Revenue

Menu pricing had not been reviewed properly in a long time, and there was no visibility into which dishes were actually driving profit.

### Weak Customer Retention

The business had a decent base of regulars but no real system to bring them back more often or encourage them to spend more when they visited.

# Consulting Approach

GSDC started by looking at how the restaurants actually operated day to day — going through ordering records, sales data, staff rosters, menu performance, and customer communication. Three areas stood out as having the clearest impact on both costs and revenue.



## AI Food Demand Forecasting

Predicts how much of each item will be needed based on past sales, day of the week, and seasonal patterns — so orders are placed on real data, not estimates.



## Smart Staff Scheduling

Builds rosters based on predicted covers so the right number of staff are always on shift — eliminating costly overstaffing and understaffing.



## AI Menu Optimization

Identifies which dishes are driving the most profit and which ones are costing more than they are making — enabling smarter pricing and promotion decisions.



## Customer Marketing Automation

Sends personalized offers, birthday rewards, and win-back messages automatically to keep guests coming back more regularly without manual effort.

**i** A simple restaurant performance dashboard was also delivered, showing daily sales, food costs, waste levels, and staff costs all in one place — plus hands-on training and reference guides for every manager and front-of-house team member.

# Implementation Plan

The engagement ran over ten structured weeks, moving from discovery through to live tools and team training. Each phase built on the last to ensure the right foundations were in place before new systems went live.

## Weeks 1–2: Discovery & AI Readiness Audit

The team reviewed food ordering habits, roster-building practices, menu performance dish by dish, and customer communication. By end of week two, the highest-cost areas and best-fit AI tools were clearly identified.

## Weeks 4–6: AI Food Demand Forecasting & Waste Reduction

A demand forecasting tool was set up using past sales, day of week, upcoming events, and seasonal patterns. Orders were placed based on actual predicted need. Food waste started falling almost immediately.

## Weeks 7–9: Customer Marketing Automation

Automated campaigns went live — personalized birthday messages, visit-milestone rewards, and win-back sequences for lapsed guests. All campaigns ran in the background with no manual management required.

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## Week 3: Use Case Identification & Business Case

Workshops with restaurant managers, head chefs, and operations staff surfaced three consistent pain points: food waste, staffing mismatches, and no customer retention plan. These became the three focus areas.

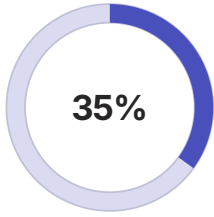
## Weeks 5–8: Smart Scheduling & Menu Optimisation

A scheduling tool built rosters from predicted covers, ending chronic over- and understaffing. Simultaneously, a menu analysis tool revealed which dishes were most profitable and which were quietly draining margin.

## Week 10: Staff Training & Outcome Review

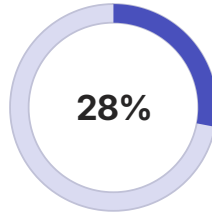
Practical training was delivered to managers and front-of-house teams with simple reference guides left on-site. The final week also reviewed food waste figures, staffing costs, revenue growth, and customer return rates together.

# Outcomes & Results



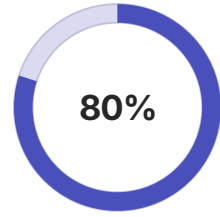
## Food Waste Reduced

Ordering driven by real demand data, not estimates



## Revenue Growth

Smarter menus, better retention, and optimized staffing



## Staff Adoption Rate

80+ team members trained and using new tools daily

Ten weeks after starting, the restaurants were in a much better place. Food waste was down because ordering was based on real data. Staffing costs were more controlled because rosters matched actual demand. The menu was working harder because the team now knew which dishes were genuinely profitable. And customers were coming back more regularly because there was finally a proper system to stay in touch with them. AI for restaurants had turned a collection of daily operational problems into a business that was leaner, smarter, and growing.

*"We knew we were wasting food and overspending on staff but we had no way to see exactly where or why. GSDC came in and within a few weeks we had tools that showed us everything. Our food costs are down, our rosters actually make sense now, and our regulars are coming back more often. It has made a real difference to how we run the business."*

**Operations Director | Restaurant Group | North America ★★★★★**



- ✔ **Ready to replicate these results?** Talk to our team about how AI for restaurants can work for your business. We will look at where your costs are highest and where revenue opportunities are being missed, and put together a straightforward plan that fits your operation.