

Global QSR Achieves Faster Drive-Thru With Award-Winning Location Technology

DUNKIN'**REZOLVE AI PRODUCT:****Geolocation
Technology****INDUSTRY:****Quick Service
Restaurant (QSR)****COMPANY OVERVIEW:**

3 million customers served
daily, worldwide 11,300
restaurants worldwide (8,500
in US) 4 million+ app downloads



The Challenge

As with all QSRs, the drive-thru experience is an important focus area. But drive-thrus continue to be a point of friction for customers, particularly during peak times. Drive-thru wait times actually increased 20 seconds on average according to QSR Magazine's 2019 Drive-Thru Study. Bucking this trend, Dunkin' is the first brand to dedicate resources to create a truly frictionless experience in the drive-thru lane.

The executive team at Dunkin', including former CIO Jack Clare, envisioned a Frictionless Drive-Thru (FDT) that would take mobile orders to the next level using location.

This innovative concept required a technology stack that would allow a customer to place a mobile order, then properly sequence orders on entry in the drive-thru lane so the customer could advance directly to the pickup window without stopping or manually checking in via the app.

The challenge was finding an advanced location solution that was:

- **Easy to deploy and scale** across hundreds of stores
- **Precise and accurate** down to a single drive-thru lane for order sequencing and timing
- **Optimized for guest experience** to prevent app deletion - such as minimizing battery drain.

The Solution

Powered by Rezolve Ai's award-winning **geofencing technology**, Dunkin' now offers a Frictionless Drive-Thru experience where customers place a mobile order and then proceed straight to the pickup window to collect their order.

No need to stop at the speaker box or manually check-in. Customers simply order, grab, and go.

How it works

- 01 Dunkin' uses Rezolve Ai's polygon geofences and Geolines™ to draw precise virtual boundaries around their drive-thrus.
- 02 The Rezolve Ai SDK embedded in the Dunkin' app detects when a mobile order customer enters the drive-thru (thereby crossing a geofence or GEOLINETM), ensuring proper order sequencing and a personalized touch by syncing with the POS.
- 03 Staff members can greet customers by name and promptly deliver their order at the window.
- 04 Customers who opt-in to location for frictionless drive-thru at Dunkin' can rest easy knowing their location is only detected while at a Dunkin' store. Once a customer has picked up their order, location detection stops. No continuous tracking. And location data is never sold or shared.

The Results

- Rezolve Ai's location technology enables Dunkin' to shave off significant time per order, making the Frictionless-Drive-Thru faster than traditional drive-thru orders.
- Time saved in the drive-thru means more throughput for franchisees, quicker service for customers, and a better, more convenient experience overall.
- Additionally, Dunkin' customers who chose the Frictionless Drive-Thru (powered by Rezolve Ai's location) save even more time compared to customers placing a mobile order without the use of location.

Having a quicker drive-thru experience not only increases mobile order revenue, but also customer throughput. **This is a game changer.**



Jack Clare
Former CIO, Dunkin'



Speak with one of our location experts today to see Rezolve Ai's **award-winning geofencing technology** in action.

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