**Engaging more customers using AI at Trippy Tacos**

**Trippy Tacos:** [**https://trippytacos240.com/**](https://trippytacos240.com/)

**Introduction and Company Background**

Chris, a young entrepreneur with a passion for culinary innovation, launched Trippy Tacos in 2019 with a single food truck and a bold vision to revolutionize Latin street food. What began as a modest mobile eatery has since blossomed into a multi-faceted food service enterprise, defying the challenges posed by the competitive restaurant industry.

In just a few short years, Trippy Tacos has expanded its operations significantly:

* The original food truck continues to serve at various events, from weddings to corporate gatherings, bringing Trippy Tacos' unique flavors directly to diverse audiences.
* A robust catering service now offers flexible options, including buffet-style service, individually packaged meals, and on-site taco preparation for larger groups.
* Most recently, Trippy Tacos established a permanent brick-and-mortar restaurant in Silver Spring, MD, providing dine-in and takeout options for local food enthusiasts.

The rapid growth of Trippy Taco’s is a testament to Chris's entrepreneurial spirit and the quality of Trippy Tacos' offerings. However, Chris isn't content to rest on his laurels. Keeping a keen eye on technological advancements, particularly in the field of Artificial Intelligence (AI), he sees an opportunity to further enhance Trippy Tacos' operations and customer engagement.

"We've come a long way from our single food truck, but I believe we're just scratching the surface of what's possible," Chris explains. "I've been following the recent developments in AI, and I'm convinced that integrating these technologies into our business could be a game-changer for customer engagement and revenue growth."

**Implementing AI at Trippy Tacos**

As Trippy Tacos is a small business, their main aim is to expand andacquire new customers at minimal incremental cost. This goal is especially critical for their newly opened restaurant, where attracting new patrons is a top priority. Trippy Tacos offers a diverse menu featuring an array of delicious options, including Tacos, Burritos, Quesadillas, Tortas, Trippy Nachos, Trippy Fries, Birria, Baleadas, Pupusas, Mulitas, soups, and beverages. They also provide a special kid’s menu and an assortment of unique dishes. (Refer Appendix 1 for more details)

To support their growth, Trippy Tacos plans to leverage AI strategies aimed at enhancing customer acquisition and engagement, ensuring that more people discover and enjoy their culinary delights.

Second, Trippy Tacos invests a lot of time in replying to emails regarding bookings for food trucks and catering orders. For example, when clients reach out via the email form available on their website to inquire about booking food trucks and catering services, Trippy Tacos responds with a comprehensive set of questions. These inquiries cover essential details such as the type of service desired, budget considerations, payment methods, menu preferences, and the estimated number of attendees. For a complete list of questions, please refer to Appendix 2. This thorough approach ensures that every event is tailored to meet the unique needs of each client. If everything aligns and Trippy Tacos is available on the requested date, the booking is confirmed. Currently, they store booking information like Event name, Event Date, contact details on Excel sheets. All the data fields are described in detail in Appendix 3. In addition, they maintain notes and remarks for each event handled to enhance service quality and ensure personalized experience for clients. (see Appendix 3).

With a limited technical team, Trippy Tacos aims to develop a low-code AI solution designed to efficiently handle basic booking inquiries. This innovative solution should seamlessly integrate with their existing booking data, enabling clients to access real-time availability information for Trippy Tacos food trucks and catering services. This enhancement aims to streamline the booking process and improve customer experience, ensuring clients always know when their favorite tacos are ready to serve!

Hence, the primary objectives of this initiative are twofold: first, to leverage AI capabilities to identify and get new potential customers, and second, to automate and optimize customer interactions to ensure timely responses.

**Case Questions**

This case study will explore Trippy Tacos' journey from a single food truck to a diversified food service business, with a particular focus on Chris's vision for incorporating AI into the company's operations to expand and acquire new customers at minimal incremental cost. We'll examine:

1. What innovative AI applications and strategies could improve customer engagement and help attract new clients?
2. How does implementing the proposed AI solution increase revenue? What is the rough estimate of the return on investment (ROI) for these AI integrations?
3. What AI-based solution can address the needs of the company for the second objective?
4. How does the AI solution help in reducing the amount spent on responding to emails and enabling clients to access real-time availability of Trippy Tacos food trucks and catering services information?

**Appendix -1**

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| **Item Name** | **Item Type** | **Ingredients Used** | **Price** |
| **Tacos** | Chicken Taco | Freshly Made Corn Tortilla, Chicken, Onions and Cilantro. Lime, Red Sauce (Spicy) and Green Sauce (Mild) on the side | $2.99 |
| Steak Taco | Freshly Made Corn Tortilla, Steak, Onions and Cilantro. Lime, Red Sauce (Spicy) and Green Sauce (Mild) on the side | $3.49 |
| AI Pastor Taco | Freshly Made Corn Tortilla, Al Pastor, Onions and Cilantro. Lime, Red Sauce (Spicy) and Green Sauce (Mild) on the side | $2.99 |
| Lengua Taco | Freshly Made Corn Tortilla, Lengua, Onions and Cilantro. Lime, Red Sauce (Spicy) and Green Sauce (Mild) on the side | $3.99 |
| Carnitas Taco | Freshly Made Corn Tortilla, Carnitas, Onions and Cilantro. Lime, Red Sauce (Spicy) and Green Sauce (Mild) on the side | $2.99 |
| Vegan Taco | Freshly Made Corn Tortilla, Rice, Beans, Grilled Onions & Pepper. Lime, Red Sauce (Spicy) and Green Sauce (Mild) on the side | $2.99 |
| 3 Birria Tacos | Corn Tortillas, Melted Cheese, Choice of protein, Onions, Cilantro, and Lime. Hot Sauce, Green Sauce (not Spicy), and Consomé on the Side. | $11.99 |

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| **Item Name** | **Item Type** | | **Ingredients Used** | | **Price** |
| **Burritos** | Steak Burrito | | Flour Tortilla, Rice, Beans, Steak, Cheese, Green Sauce (Mild), Pico de Gallo, Crema, and Trippy Sauce (not spicy) | | $13.49 |
| Chicken Burrito | | Flour Tortilla, Rice, Beans, Chicken, Cheese, Green Sauce (Mild), Pico de Gallo, Crema, and Trippy Sauce (not spicy) | | $12.49 |
| Veggie Burrito | | Flour Tortilla, Rice, Beans, Grilled Onions & Peppers, Cheese, Green Sauce (Mild), Pico de Gallo, Crema, and Trippy Sauce (not spicy) | | $12.49 |
| Carnitas Burrito | | Flour Tortilla, Rice, Beans, Carnitas, Cheese, Green Sauce (Mild), Pico de Gallo, Crema, and Trippy Sauce (not spicy) | | $12.49 |
| AI Pastor Burrito | | Flour Tortilla, Rice, Beans, AI Pastor, Cheese, Green Sauce (Mild), Pico de Gallo, Crema, and Trippy Sauce (not spicy) | | $12.49 |
| Trippy Burrito | | Fries, Jack Cheese, Nacho Cheese, Steak, Pico de Gallo, Crema, Lettuce, Red Sauce (Spicy), Trippy Sauce (Not Spicy), Jalapeöos, | | $13.99 |
| **Item Name** | | **Item Type** | | **Ingredients Used** | **Price** |
| **Specials** | | Fiesta Box | | 10 Tacos: 2 Steak, 2 Chicken, 2 Carnitas, 2 Al Pastor, 2 Veggie. Fries in the Middle. Trippy Sauce, Green Sauce, Hot Sauce, and Limes. | $32.99 |
| 3 Birria Tacos | | Bean + Cheese Pupusa Pizza  Disclaimer: Takes 30 Minutes for Pupusa Pizza to be ready. 16 inch Thick Corn Tortilla Stuffed with Bean and Cheese. Cabbage Slaw and Pupusa | $27.99 |
| Pork + Cheese Pupusa Pizza | | 16 inch Thick Corn Tortilla Stuffed with Pork and Cheese. Cabbage Slaw and Pupusa | $27.99 |
| Birria Ramen | | Birria Ramen, choice of protein, Cheese, Onions, Cilantro, and Limes. 2 Corn Tortillas on the side | $14.99 |
| Trippy Burrito | | Fries, Jack Cheese, Nacho Cheese, Steak, Pico de Gallo, Crema, Lettuce, Red Sauce (Spicy), Trippy Sauce (Not Spicy), Jalapeöos, | $13.99 |
| 2 Fried Taquitos | | Fried Rolled Tortillas with mixed meat inside. Cabbage Slaw and Trippy Sauce on Top | $6.99 |
| Lomo Saltado Burrito | | Slices of seared beef paired with blistered onions, juicy tomatoes and crisp french fried potatoes, rice, trippy sauce in a flour tortilla | $14.95 |

*For more details about the menu items, you can refer the trippy tacos website:* [*https://trippytacos240.com/*](https://trippytacos240.com/)

**Appendix -2**

* What is your budget?
* Is your event public or private?
* What is the date and time of your events?
* How long is the duration of the event?
* Is this an indoor or an outdoor event?
* What time will this event end?
* Will there be power hookups for our food truck?
* Will you have any other food vendors or food options? If so, how many?
* Is everyone paying individually, or will you pay for everyone?
* Do you have any desired menu items that you would like for us to have available?
* Would you be open to pick up/ drop-off catering or only the food truck?
* Is this a one-time event or a recurring event?
* Is there a vendor fee? If so, what is the fee?
* Can you get sales or number of orders from the food trucks you have had in the past?
* Are you able to get sales or a number of orders from the food trucks you have had in the past?
* Is your event rain or shine? Do you have a rain plan?
* Is a tent set-up possible or only a food truck?
* Would you like us to have drinks available as well?
* Are you interested in pickup/ drop-off catering or the food truck?
* Do you know what menu items you would like to order?
* How many other savory food vendors will you have?
* How did you find us? (for first time)
* Are you open to pick up/ drop-off catering or only the food truck?
* Are there any special permits needed from us?
* What time would you like us to serve food?
* What cuisine are the other food trucks?
* Would you like us to set up a pre-order link?
* How many orders do trucks usually receive?

**Appendix -3**

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| Field | Description |
| Date | Event Date |
| Event | Event name |
| Service | Type of service requested (whether Food truck or Catering) |
| Sales | Total generated sales |
| Cash | Cash earnings |
| Open Time | Event starting time |
| Close time | Event ending time |
| Employees | Names of the Trippy Tacos employees assigned to the event |
| Number of employees | Number of Employees assigned |
| Email | Email address of the event owner |
| Contact Number | Phone number of the event owner |
| Weather | Expected weather |
| POS | Point of Sale (used for digital transactions) |
| Notes | Notes after the event like number of items sold or left, or any issues |
| Remarks | Comments on the attendance level at the event, such as "crowded," "not too busy," or "super crowded." |