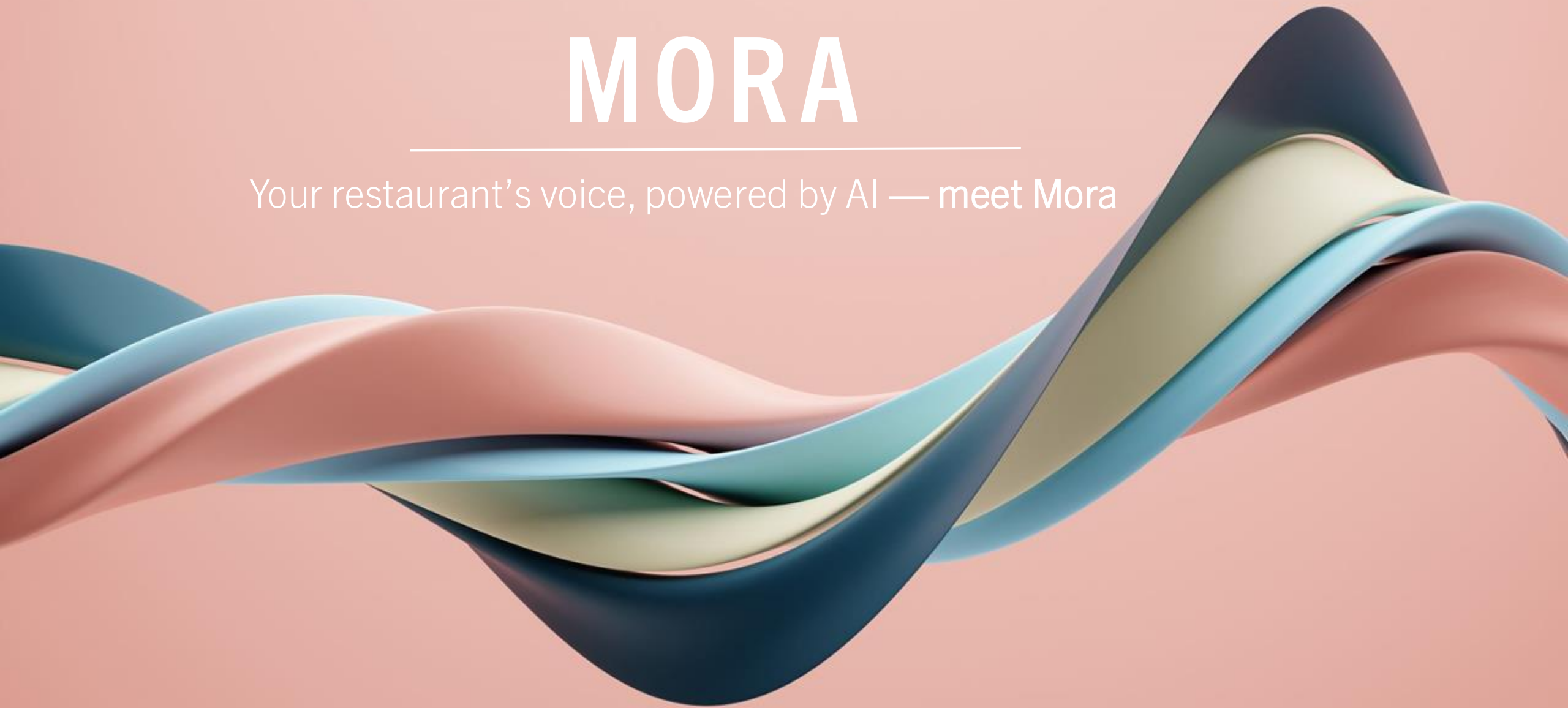# MORA

Your restaurant's voice, powered by AI — meet Mora

WHAT IS MORA?

- Mora is an AI voice agent that is redefining how businesses interact with customers — instant, natural, and available 24/7.

- Mora combines speech recognition, natural language understanding, and real-time decision-making to handle conversations like a human.

- For restaurants and cafés, this means answering every call, taking accurate orders, and freeing staff to focus on in-person service.

- Built with the same technology powering virtual assistants like Siri and Alexa — but customized for business operations.

- Mora is one of these new agents — purpose-built for the food service industry.

BENEFITS

24/7 Availability
The AI Voice Agent can handle calls around the clock without breaks, ensuring your restaurant never misses an inquiry or order.

Scalability
The AI voice agent can handle multiple calls simultaneously, while employees continue to make orders behind the counter, especially during peak hours.

Consistency
The AI voice agent provides uniform responses, ensuring that every customer interaction is polite, accurate, and aligned with the restaurants guidelines.
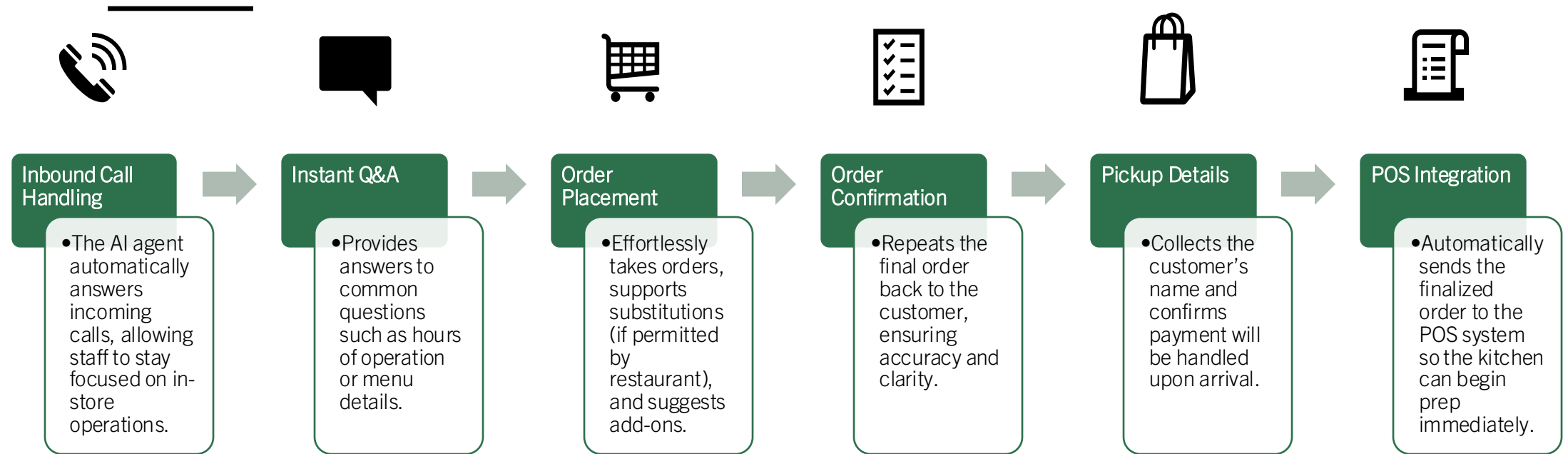
No training Needed
The AI Voice Agent doesn't require onboarding and ongoing training. It can also be updated instantly with new information, services, or specials.

Data collection & insights
The AI Voice Agents can automatically log conversations and data, providing insights into customer preferences, peak call times, and common inquiries for better business decision-making.

CALL TO KITCHEN: THE END-TO-END CUSTOMER JOURNEY

Inbound Call Handling
- The AI agent automatically answers incoming calls, allowing staff to stay focused on in-store operations.

Instant Q&A
- Provides answers to common questions such as hours of operation or menu details.

Order Placement
- Effortlessly takes orders, supports substitutions (if permitted by restaurant), and suggests add-ons.

Order Confirmation
- Repeats the final order back to the customer, ensuring accuracy and clarity.

Pickup Details
- Collects the customer's name and confirms payment will be handled upon arrival.

POS Integration
- Automatically sends the finalized order to the POS system so the kitchen can begin prep immediately.

REVENUE IMPACT & INVESTMENT ANALYSIS

❖ Missed Calls = Lost Sales

- On average, 22% of calls go unanswered (~41 calls)

- Average order size (San Diego): $8–$30.

- Lost Revenue Potential

  ➢ Daily: $329–$1,234

  ➢ Monthly: **Thousands** in missed orders

❖ Investment

- Your Investment < One day of lost revenue

❖ Per Call Statistics

- Average restaurant call last 2-3 minutes

- MORA costs $0.15 per minute/ $0.45 per call

- Total Cost per Call on average w/an employee: ~$0.88

ESTIMATE YOUR MISSED REVENUE

- How many phone calls do you receive per day?

  → _____

- How many go unanswered? (Avg. 22% missed calls)

  → _____ x 0.22 = _____

- What is your average order value?

  → $_____

- How much revenue might you be missing daily?

  Low estimate (missed calls x $8)

  → _____

  High estimate (missed calls x $30)

  → _____

NEVER MISS A CALL. NEVER MISS A CUSTOMER.