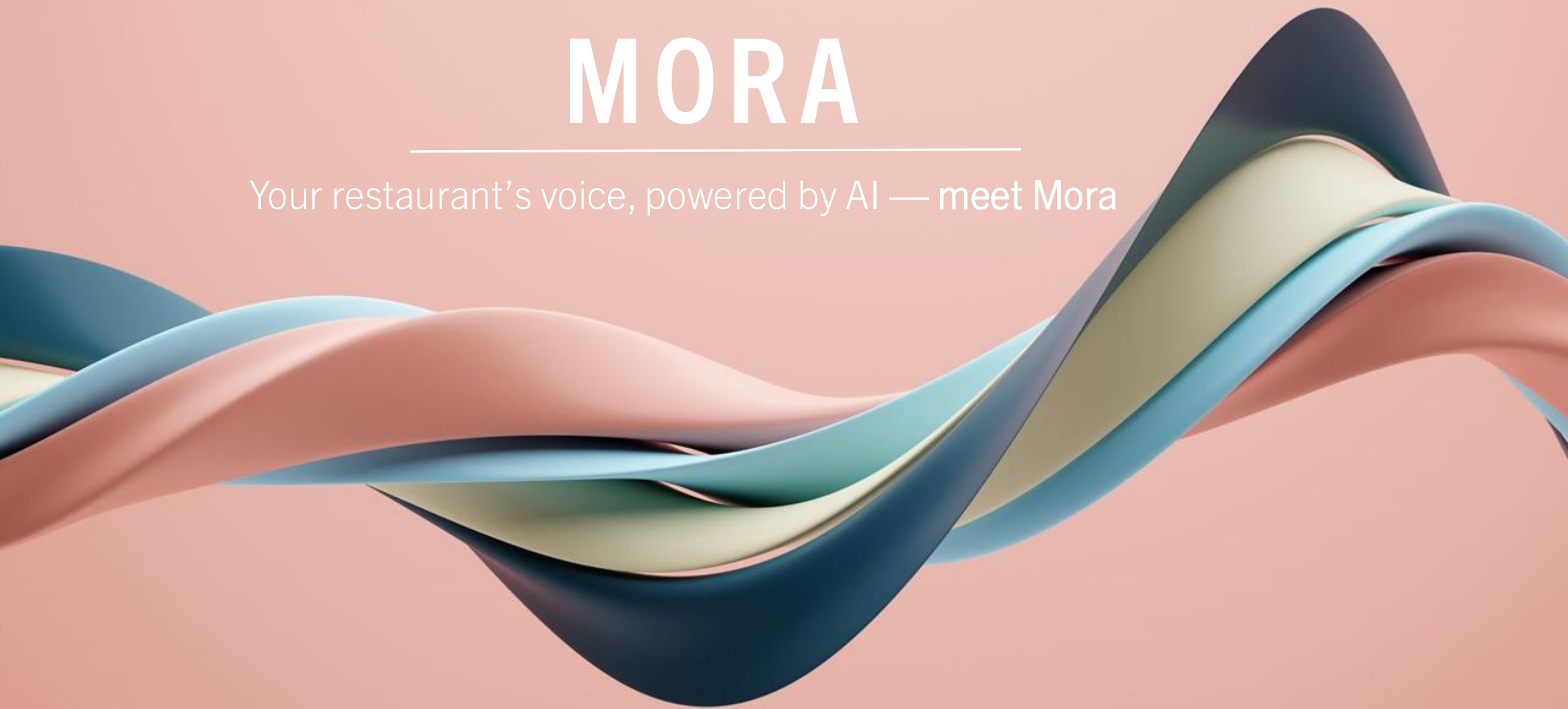


MORA

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 restaurant's guidelines.



No training Needed

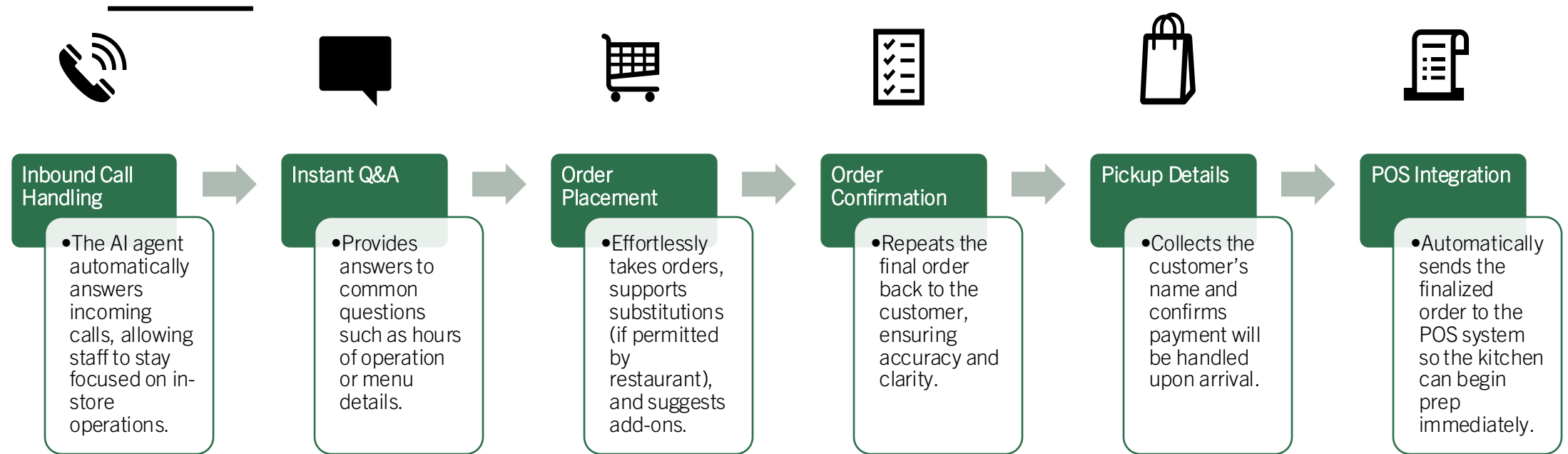
The AI Voice Agent doesn't require onboarding and ongoing training. It can also be updated instantly with new information, services, or specials.



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



REVENUE IMPACT & INVESTMENT ANALYSIS

AI Call Handling Costs	
Daily Call Volume	Estimated AI Cost
20	\$5.40
40	\$10.80
60	\$16.20
80	\$21.60

- Average restaurant call lasts 2–3 minutes.
- The AI Voice Agent costs \$0.09 per minute.
- Total cost per call on average is about: ~ \$0.27

❖ 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

- \$200/Month + Usage
- Your Investment < One day of lost revenue

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)
→ _____

KEY COMPONENTS FOR AI AGENT ROLLOUT

- ❖ **Telephone Integration**
 - Inbound Numbers: Assign or forward any existing phone numbers for incoming calls.
 - Call Routing: Ensure routing rules direct calls to the AI agent, with escalation to staff when needed.
- ❖ **POS / Order Management Connection**
 - API Keys / Credentials: Obtain API credentials from the client's POS system (Square, Toast, Clover, etc.).
 - Menu & Modifier Mapping: Sync the AI with menu items, modifiers, and pricing to match POS data.
 - Testing & Validation: Run test orders to verify accuracy of item selection, pricing, and location/store IDs.
- ❖ **Staff Training**
 - Escalation Protocol: Define when and how staff will take over calls (e.g., large orders, catering, complex requests).
- ❖ **Fallback & Failover Strategy**
 - Transfer Lines: Ensure seamless handoff to staff if the AI agent times out or detects user frustration.



PRICING & ROLLOUT

Investment

- \$200 one-time set up fee
- Subscription based \$200/month
 - (+\$.09/min, Usage Fee billed separately)

Implementation Timeline

- Setup & Configuration (1–2 weeks)
 - Customizing menu, prompts, and call routing
- Testing Phase (.5 - 1 week)
 - Real-world trials, final refinements, and staff feedback
- Go-Live
 - AI Voice Agent fully live and operational

WHY WE STAND OUT

- **Intuitive and Natural Voice Interactions**
 - Real-time speech recognition and contextual understanding
 - Feels natural to callers — no clunky IVRs or robotic menus
- **Robust Integrations**
 - Direct POS connectivity for seamless onboarding
 - No technical lift or development needed from your team
- **Flexible Cost Model**
 - Pay-per-minute pricing keeps costs low and predictable
 - Minimal hardware = lowering total cost of ownership



DATA & SECURITY

❖ Data Handling

- All data captured by the AI Voice Agent is handled under strict protocols, ensuring alignment with major privacy regulations such as GDPR and CCPA, wherever applicable.

❖ Secure Storage

- Follows industry-standard encryption and storage practices for all conversation logs and customer data
- Ensures end-to-end data integrity and protection against unauthorized access

❖ Customer Privacy

- Clear data-handling policies with opt-out options where legally required
- Full compliance with regional and international data protection laws

A waiter in a white shirt and sunglasses on their chest is holding a tablet. The background shows a restaurant interior with tables, chairs, and a brick wall. The text "NEVER MISS A CALL. NEVER MISS A CUSTOMER." is overlaid on the image.

NEVER MISS A CALL. NEVER MISS
A CUSTOMER.