

## CASE STUDY

# Park Pizza & Brewing Company

AI-Powered Inbound Voice Ordering Agent — Park

Watch Case Study on Youtube: <https://youtu.be/4NOYOcupCho>

CLIENT	AGENT NAME	PLATFORM	CALL TYPE
Park Pizza & Brewing Co.	Park	Retell + n8n	Inbound Phone Orders

## Project Overview

Park Pizza & Brewing Company is a local restaurant specializing in wood-fired pizzas, craft beer, salads, sandwiches, and appetizers. As call volume grew, the team needed a smarter way to handle phone orders — one that felt personal, moved fast, and eliminated the inconsistency that comes with manual order-taking.

The solution was Park — an AI-powered inbound voice agent built on VAPI and orchestrated via n8n — designed to handle every phone order with the ease of an experienced team member, not a scripted bot.

## Problem Statement

The front-of-house team faced three recurring challenges with phone orders:

- Inconsistent customer experience — different staff members collected order details differently, leading to missed modifiers, wrong sizes, and repeat callbacks.
- No returning customer recognition — every caller was treated as new, requiring staff to re-collect names, emails, and preferences each time.
- No post-call logging — completed orders were not automatically recorded, making it impossible to track customer history, order patterns, or common preferences.

## Solution

We built Park — a conversational AI voice agent deployed on Retell — to handle inbound phone orders from pickup, delivery, and dine-in customers. Park recognizes returning callers before the conversation even starts, guides new customers through a natural ordering flow, and automatically logs every completed order to Google Sheets.

### KEY PRINCIPLE

Park speaks like a relaxed, experienced restaurant team member — not a script. Responses are kept to one or two sentences. One question is asked at a time. The order always moves forward.

## The Voice Agent — Park

Park is designed around a single goal: get the order right, fast, without making the customer feel like they're filling out a form. The system prompt enforces a strict one-question-at-a-time rule and prohibits listing more than 2–3 options in any single response. Natural filler phrases — 'Got it.', 'Okay.', 'Sure.' — are baked in to make interactions feel human.

The call flow follows a deliberate structure:

1	<b>Greeting &amp; Recognition</b>	Park checks caller history. Returning customers hear their name and are offered their last order — skipping all data collection and going straight to confirmation.
2	<b>Order Type</b>	Park determines whether the call is for pickup, delivery, or a reservation — then routes accordingly without unnecessary back-and-forth.
3	<b>Menu Ordering</b>	Items are collected one at a time. Modifiers (size, sauce, toppings) are gathered sequentially for each item before moving to the next. Never more than 2–3 options suggested at once.
4	<b>Fulfillment Details</b>	Name and email are collected for new customers. Delivery orders additionally require a street address and apartment. Returning customers have all of this pre-loaded.
5	<b>Confirmation &amp; Notification</b>	Park places the order via the <code>place_order</code> function, then sends confirmation by email or SMS based on the customer's preference.
6	<b>Closing</b>	Park closes naturally — varied each call — and ends with <code>end_call</code> . No scripted farewell phrases.

## Returning Customer Recognition

One of the most impactful design decisions was building a recognition system that makes repeat customers feel remembered. When a call comes in, an n8n webhook fires immediately — before Park even says hello.

The webhook looks up the caller's phone number against a Google Sheets customer database. If a match is found, it injects the following variables directly into Park's live session:

- `firstName` — used to greet the customer by name
- `email` — pre-loaded, no need to collect
- `orderType` — last order type (pickup, delivery, reservation)
- `phoneNumber` — confirmed from sheet
- `Address` — delivery address on file
- `PreviousOrder` — plain-language summary of their last order

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### EXAMPLE INTERACTION

Park: "Hey Eddie, welcome back! Want to repeat your last order? Last time you had a sixteen inch Truffle Shuffle pizza and Oak-Fired Chicken Wings — any changes?"

If no match is found, the webhook returns an empty payload and Park proceeds with the standard new-customer flow — collecting name, email, and any delivery address needed.

## n8n Automation Backend

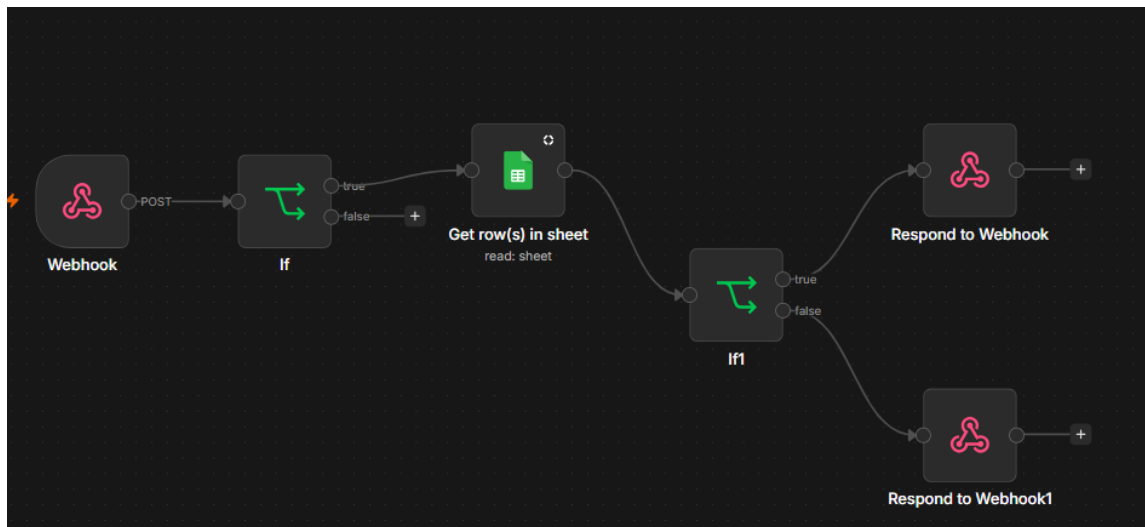
The backend consists of two functional layers: an inbound call recognition webhook and a post-call logging workflow.

### 1 — Inbound Call Recognition

When Retell receives an inbound call, it fires a POST request to the get-contact-details webhook endpoint in n8n. The workflow:

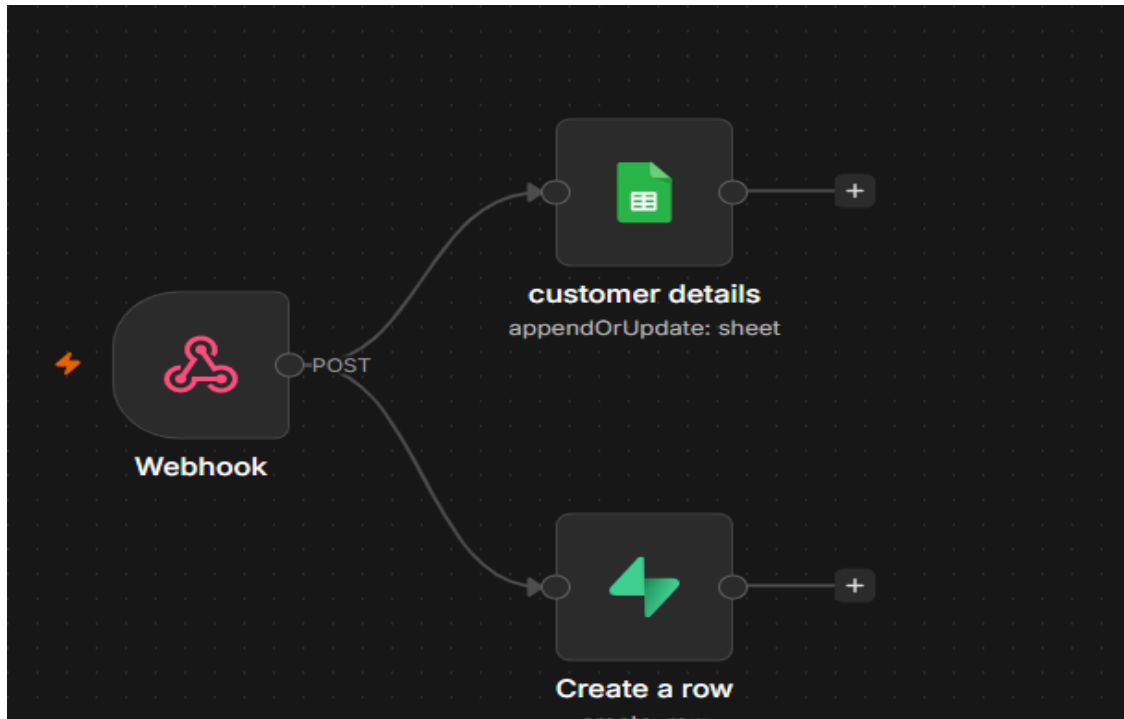
- Checks whether the event type is call\_inbound
- Extracts the caller's phone number from the Retell payload
- Looks up the number in Google Sheets against the phoneNumber column
- If a row is found: returns firstName, email, orderType, phoneNumber, Address, and PreviousOrder as dynamic variables injected into Park's active session
- If no row is found: returns an empty call\_inbound object — Park starts fresh

This entire lookup and injection happens before Park speaks its first word — the customer experience is seamless.



### 2 — Post-Call Order Logging

When a call ends, Park's structured outputs — customer name, email, order summary, order type, and delivery address — are written automatically to the Google Sheets customer database. This creates the data that powers future recognition lookups, closing the loop between each call.

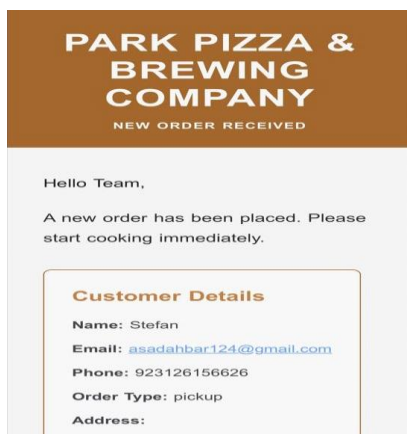


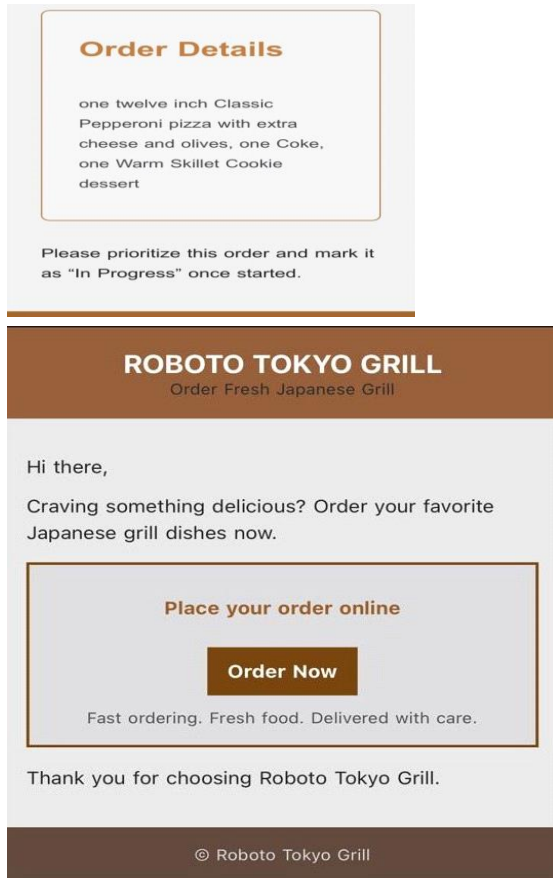
### 3 — Reservation Booking On Calendly

When customer want to book reservation on specific date and time, agent check that slots and confirm available or not. Collect name, email, number of people joining, then book reservation.

### 4 — Send Menu, Order Place and Order Confirmation

Agent offer customer to send menu link via text or email when browsing options. After items collection order is placed and send to the resurant through email with customer and order details. Order confirmation is also send to customer based on choice or mode





## Tech Stack

Component	Tool / Platform
Voice AI Agent	Retell
Automation / Orchestration	n8n
Customer Recognition	n8n Webhook + Google Sheets Lookup
Order Logging	n8n Post-Call Webhook + Google Sheets Write
Inbound Calling	Retell Inbound Call Handling
Order Confirmation	Email & SMS via Retell Functions
Reservation Booking	reservation_availability + book_reservation functions
Menu Knowledge Base	Park_Pizza_Menu_Voice_Agent (VAPI KB)
FAQ Knowledge Base	Park_Pizza_FAQs (VAPI KB)
Agent Language	English

## Results

✓	Every inbound phone order handled consistently — same process, same quality, every call.
✓	Returning customers recognized by phone number before Park says a word — name, address, and last order pre-loaded.
✓	Full order collection reduced to under 60 seconds for recognized returning customers.
✓	Post-call order logging automated — every completed order written to Google Sheets with no manual entry.
✓	Email and SMS order confirmations dispatched automatically at end of every call.
✓	Reservation availability checked and bookings confirmed without transferring to a human.
✓	Zero reliance on staff memory for modifiers — Park collects size, sauce, and toppings systematically on every order.
✓	Human staff freed from phone duty — available exclusively for in-restaurant hospitality and food preparation.