

# Roboto Tokyo Grill

AI-Powered Restaurant Ordering & Payment Automation

watch case study on youtube: <https://youtu.be/IVCqeDXM1xg>

CLIENT	PLATFORM	CALL TYPE	LOCATIONS
Roboto Tokyo Grill	Retell + n8n + Square POS	Inbound Phone Orders	4 Restaurant Locations

## Executive Summary

Roboto Tokyo Grill operates multiple restaurant locations and receives a high volume of customer orders through phone calls every day. The client needed to automate the entire ordering process — from menu retrieval to payment collection — without sacrificing the quality of the customer experience.

We designed and built a fully integrated AI ordering system that connects a conversational voice agent with Square POS, automated payment generation, and multi-channel customer communication via email and SMS. The result: every phone order is handled autonomously, accurately, and instantly — with zero staff involvement required.

## Client Challenge

Roboto Tokyo Grill's phone ordering operation faced five compounding problems:

- Staff spending valuable time on routine order calls instead of in-restaurant service
- Order mistakes caused by manual entry and modifier miscommunication
- Complex modifier selections (rice type, protein additions, sauces) handled inconsistently
- Delays in sending payment links — customers had to wait or call back
- Different menu availability across four locations, creating confusion for both staff and customers

The goal was clear: automate the full ordering workflow while keeping the customer experience fast, friendly, and accurate.

## Solution Overview

We built a complete AI Restaurant Ordering System that automates every step between a customer's call and a confirmed, paid order reaching the kitchen.

### WHAT IT AUTOMATES

Menu retrieval from Square · Item availability validation · Modifier collection · Order creation · Payment link generation · Email delivery · SMS delivery · Location-based menu restrictions · Customer information collection

## System Architecture

The automation consists of four major components working in sequence on every call.

1	<b>Menu Retrieval Service</b>	Pulls all active menu items from Square in real time — stripping internal, delivery-only, and employee-only products — and returns a clean, priced menu list to the AI agent before the conversation begins.
2	<b>Modifier Retrieval Service</b>	When a customer selects an item, the system instantly fetches all available modifiers (rice type, proteins, sauces, extras) with their Square catalog IDs and prices, allowing the agent to guide selection accurately.
3	<b>AI Ordering Assistant</b>	Handles the full customer conversation: location selection, order type, item selection, modifier collection, and customer info — all in natural spoken dialogue with no scripted feel.
4	<b>Automated Order Creation</b>	Converts the customer's selections into a structured Square order with correct catalog IDs, quantities, and modifier mappings — then immediately calculates totals, applies taxes, and generates a payment link.

## The AI Ordering Assistant

The voice agent handles customer conversations naturally while collecting a complete, validated order. It operates across four capability areas:

### Location Selection

Before ordering begins, the assistant determines which of the four locations the customer is ordering from. Each location is mapped to its Square Location ID, ensuring the correct menu is served.

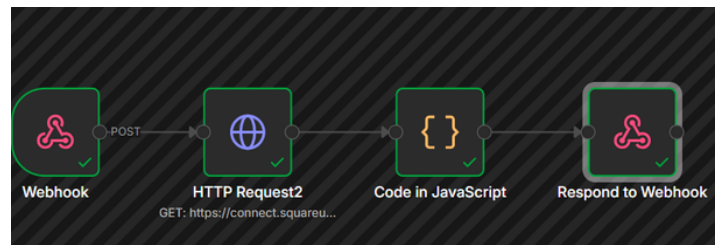
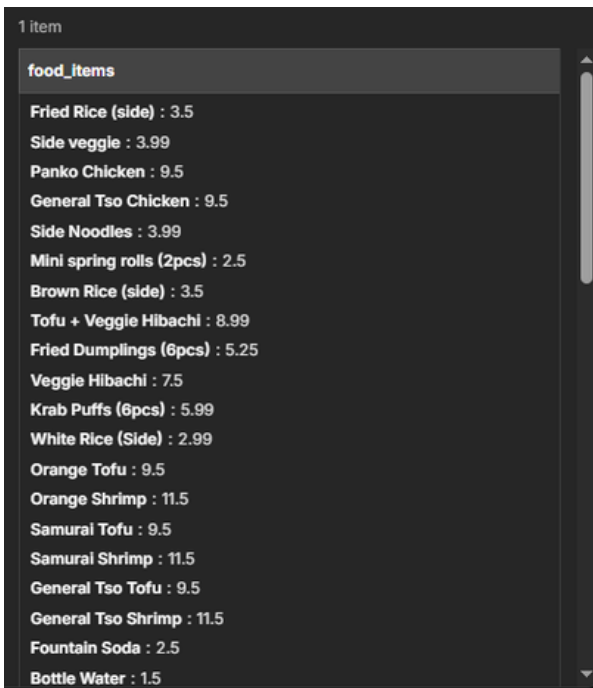
Location	Square Mapping
Tennessee Street	Linked to Square Location ID
Pensacola Street	Linked to Square Location ID
Mahan Drive	Linked to Square Location ID
Capital Circle NW	Linked to Square Location ID

### Order Type & Delivery Routing

The assistant identifies whether the order is for pickup or delivery. If delivery is selected, it immediately sends the appropriate link — DoorDash or Uber Eats — via SMS or email, routing the customer to the right platform without staff involvement.

### Menu Guidance & Item Validation

The assistant can recommend popular items, explain menu options, answer questions, and validate every item against live Square catalog data before accepting it into the order. No item is accepted that isn't currently available at that location.



## Modifier Collection

After each item is selected, the system fetches live modifiers and guides the customer through the options one step at a time. Modifier IDs are saved directly — no manual mapping required.

### EXAMPLE INTERACTION

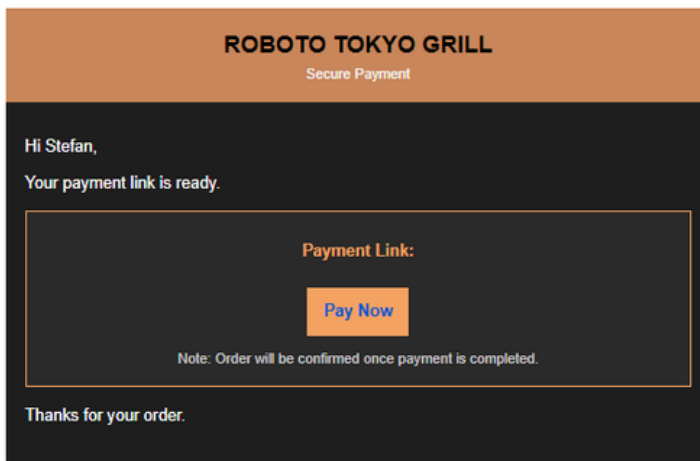
Customer: "I want Chicken Hibachi."

Agent: "What would you like with that?"

Customer: "White rice and vegetables."

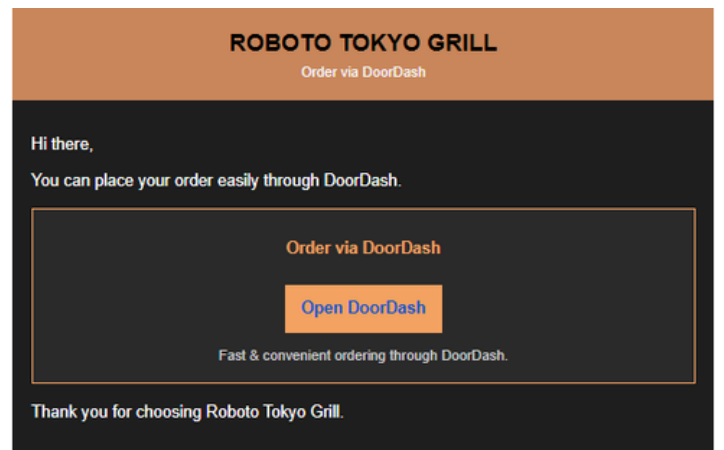
Agent: "Perfect."





## Email & SMS Automation

Every order triggers automated multi-channel communication. Customers receive the right link at the right moment — without any staff action.



Trigger	What Is Sent
Customer requests menu	Menu link sent via SMS or email
Delivery order selected	DoorDash or Uber Eats link sent via SMS or email
Order confirmed	Secure Square payment link sent via SMS or email



All emails are sent using professionally branded HTML templates carrying Roboto Tokyo Grill's visual identity. Payment links are live immediately upon generation.

## Tech Stack

Component	Tool / Platform
Voice AI Agent	Retell
Automation / Orchestration	n8n
POS Integration	Square POS API
Workflow Automation	Make.com
Email Delivery	Branded HTML Email Automation
SMS Delivery	SMS Automation via VAPI Functions
Payment Processing	Square Payment Link API
Menu & Modifier Data	Square Catalog API (live lookup)
Webhooks	Custom n8n Webhook Endpoints

## Business Impact

✓	Staff no longer spend time taking routine phone orders — freed entirely for in-restaurant service.
✓	Every order validated against live Square catalog data — modifier errors and unavailable item orders eliminated.
✓	Customers receive immediate responses without waiting for staff availability.
✓	Payment links generated and dispatched automatically within seconds of order completion.
✓	Location-specific menus enforced automatically — customers only see and order what is actually available.
✓	Customers can order quickly, receive links instantly, and complete payments without calling back.
✓	Restaurant can handle significantly more concurrent orders without additional hiring.
✓	Full ordering workflow available 24/7 — no dependency on staffed phone lines.

Order summary (2 items)	
 <p><b>Spicy Chicken</b> US\$11.00 Regular Noodles (US\$1.50) Salad</p>	US\$12.50
 <p><b>Chicken Hibachi</b> US\$8.99 Regular Veggies Fried Rice</p>	US\$8.99
<b>Add a tip</b>	
<input checked="" type="button" value="15%&lt;br/&gt;US\$3.47"/> <input type="button" value="20%&lt;br/&gt;US\$4.62"/> <input type="button" value="25%&lt;br/&gt;US\$5.78"/> <input type="button" value="Other"/>	
Subtotal	US\$21.49
Taxes (Tax)	US\$1.61
Tip (15%)	US\$3.47
<b>Order total</b>	<b>US\$26.57</b>

## Conclusion

This project transformed Roboto Tokyo Grill's phone ordering operation into a fully automated, AI-powered customer experience. By connecting a conversational voice agent with Square POS, live modifier retrieval, automated payment generation, and branded email and SMS delivery, the restaurant now processes every phone order faster, more accurately, and at lower cost — with no staff involvement required from call to kitchen.

### KEY OUTCOME

The solution demonstrates how AI automation can replace the most repetitive part of restaurant operations — the order intake call — while simultaneously improving accuracy, speed, and customer satisfaction across all four locations.