NuCSR FAQs

- **How does the system decide if the call goes to a human or AI?**

  - There are several variables that the system is trained on to determine if a human should intercept the call instead of the AI. Including reasons below:

  - Customer asks for a human -- human appears. Customer does not need to repeat their order.

  - Cell signal is weak. Often times people have their windows rolled down or may be going under a tunnel. At that point, human engages.

  - Customers order is highly customized. The AI is trained to take pretty complex orders, however nuanced things such as "pizza as shape of heart" prompt a human to take extra care on those orders.

- **Does every call go through the NuSutus?**

  - Yes, every call goes through NuSutus. However, NuSutus / AI is dynamic to pass through calls such as manager complaints, order changes, etc. The AI handles status check calls through the Domino's tracker, so you can expect <5% of calls go to the store.

- **What AI voice layer (e.g. Google, Microsoft)} are you using?**

  - We've partnered with Google's NLP engine and then have built custom models specific to Domino's on top of it to make this a great experience for customers. Unlike a typical bot, it's completely conversational [(listen here)](). Our partnership has allowed us to scale to every timezone in the United States, while maintaining quality regardless of the dialect they're speaking in.

NuCSR FAQs

- **Do you have conversion stats on calls started and then completed via the AI?**

    - Of the calls that have intent to order, there's a 92.24% conversion rate of order completion.

- **How is does the AI get updated with menu items, pricing and new phases?**

    - The AI is pulling information from the Domino's website every minute to see if there are any changes (by store level). In case there is a change, our ops team and engineering tech automatically get notified to update any processes, if any required.

- **What languages are supported? Plus, what would be the work to modify the solution for non-English markets?**

    - All English dialects are supported currently. We are testing Spanish now and plan to roll it out to the market in the middle of this year.

- **Does NuSutus retain any customer or order data on its systems? If so what data and where?**

    - The AI program retains order data on AWS to pull things like order history and/or to find a previous order that needs to be checked for accuracy. By contract, we don't sell or disclose this data to any 3rd parties.