

Papa Johns and Google Cloud reimagine future of food ordering to better serve customers

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Papa Johns announced a major transformation of its digital ordering experience, designed to deliver speed, accuracy, and real-time personalisation to its 150 million+ customers worldwide. The QSR leader is the first partner for Google Cloud's newly expanded AI solution, Food Ordering agent, which is helping the pizza brand deploy a fully unified voice and text AI ordering system to remove friction across customer touchpoints. The Food Ordering agent is a part of Gemini Enterprise for Customer Experience, an agentic solution designed to bring commerce and customer service together on an intelligence backbone.

Moving beyond its initial success in drive-thru automation, Food Ordering Agent is a comprehensive omnichannel platform that enables brands to deploy high-quality voice AI agents across mobile apps, websites, telephones, kiosks, and in-car systems. By serving as Google Cloud's launch customer for these new capabilities, Papa Johns is establishing a new industry benchmark for the "agentic" customer experience.

"Papa Johns is a digitally-driven business and, as such, one of our strategic priorities is investing in our technology to deliver a more seamless experience across our assets and owned channels, better connect with our customers, and support greater efficiency across our operations by leveraging data and AI," said Kevin Vasconi, chief digital and technology officer, Papa Johns. "Our partnership with Google Cloud embodies our commitment to doing exactly that. We're using Google Cloud's Food Ordering agent to reimagine what's possible for our customers. This isn't just an app update; it's a fundamental shift in how our customers interact with our brand digitally, making it faster, smarter, and more seamless than ever before."