



# Your Restaurant's AI Revenue Engine.

Take reservations. Upsell before they arrive. Fill slow nights automatically.

Let guests reorder without flagging a server. Handle takeout. All via text or call.

No App Needed

Higher Check Average

24/7 Autonomous

THE PROBLEM

# You're leaving money on every table.



**62%**

of reservation calls go  
unanswered during  
the dinner rush



**\$22**

average upsell left on  
the table per guest  
per visit



**45%**

of capacity sits empty  
on Monday through  
Wednesday lunch &  
dinner



**30%**

of takeout revenue  
goes  
to delivery apps in  
commissions and fees

THE LYCIA AI APPROACH

# Five revenue levers. One AI.

Your AI doesn't just answer questions. It books, upsells, re-engages, takes orders, and handles takeout - generating revenue at every touchpoint.



## Text & Call Reservations

Guests book by texting or calling. AI handles it 24/7. No missed calls, no hold music.



## Pre-Arrival Upselling

Before they arrive, AI suggests wine, tasting menus, special courses. Revenue before the first bite.



## Slow Night Re-Engagement

AI texts past guests with personalized promos. Tuesday becomes the new Friday.



## Tableside Ordering

Text to reorder drinks, dessert, or extras without waiting for a server.



## Pickup & Takeout

Call or text to order food for pickup. No DoorDash fees. You keep 100%.

# Never miss a reservation again.

The phone rings during the Friday rush. Nobody picks up. That's a party of 6 gone to the restaurant down the street. With Lycia AI, every call and text gets answered instantly - 24/7.

- **Text to book:** "Table for 4 Saturday at 7:30pm" - confirmed in 10 seconds flat
- **Call to book:** AI answers the phone with your restaurant's voice, takes the reservation naturally
- **Special requests:** Birthdays, anniversaries, dietary needs, high chairs - all captured automatically
- **Confirmation + reminder:** Auto-sent day-of, reducing no-shows by 35%
- **Waitlist management:** Full house? AI adds them to the list and texts when a table opens

No app. No website. Just text or call your number. **That's it.**



**Coastline Kitchen**

iMessage

Wednesday 2:15 PM

Hi! Can I get a table for 4 this Saturday around 7:30? It's our anniversary 🍷❤️

Delivered

Happy anniversary! 🍷 Let me check Saturday at 7:30 for you.

Great news! I've reserved a window table with ocean views for you. **Saturday, 7:30 PM, party of 4.** I've noted the anniversary. Any dietary restrictions I should know about?

My wife is gluten-free, everything else is fine!

Delivered

Noted! ✅ The kitchen will have GF options ready. You're all set:

- ✅ **Saturday, 7:30 PM**
- ✅ **Window table, ocean view**
- ✅ **Anniversary + GF noted**

I'll send a reminder Saturday afternoon. Congratulations! 🎉



**Coastline Kitchen**

iMessage

Saturday 3:00 PM

Hi David! Just a reminder - you're all set for tonight at 7:30 PM, window table for 4. Happy anniversary! 🥂

Since it's a special night, I wanted to share a few options:

🍷 **Anniversary Wine Pairing** - 4-course pairing selected by our sommelier. **\$65/person** (normally \$85)

🍰 **Celebration Dessert** - Custom chocolate soufflé with "Happy Anniversary" plating + champagne toast. **\$45**

Want me to add either? They'll be prepped and waiting for you.

The wine pairing for 2 of us and definitely the dessert!

Delivered

Beautiful! 🍷 Wine pairing for 2 + anniversary dessert added. The sommelier will have your first pairing ready when you sit down. Tonight's going to be special! ✨

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## The check grows before they sit down.

AI sends a reminder hours before the reservation - and naturally suggests premium add-ons. By the time they walk in, they've already committed to a higher check average.

- **Wine pairing upsell:** "Celebrating? Our sommelier curated a 4-course pairing for tonight"
- **Tasting menus:** "Try our Chef's Table experience - 7 courses, \$95/person"
- **Special desserts:** Anniversary cakes, custom platings, champagne toasts - all pre-sold
- **Premium seating:** "Upgrade to the private dining room for \$50?" or patio with a view
- **Context-aware:** AI knows it's an anniversary, birthday, or business dinner and suggests accordingly

**Average pre-arrival upsell: \$40-95 per reservation**

# Tuesday empty? Not anymore.

AI knows who's dined with you before, what they ordered, and when they last visited. On slow nights, it reaches out with personalized offers that bring them back.

- **Smart targeting:** "Hi Sarah, it's been a month! Our chef just dropped a new autumn menu. Tuesdays are 20% off - your favorite sea bass is back"
- **Personalized offers:** AI remembers their favorite dishes, wine, and dietary needs
- **Group incentives:** "Bring friends and get a complimentary appetizer platter for the table"
- **Event promotion:** "Wine dinner Wednesday - 5 courses paired with local vintners. Limited seats"
- **Perfect timing:** AI texts at 3-4 PM on slow days, when people are deciding where to eat

Restaurants using re-engagement see **25-40%** more traffic on slow nights



**Coastline Kitchen**

iMessage

Tuesday 3:30 PM

Hi Sarah! 🙌 It's been a few weeks!  
Just wanted to let you know:

🐟 Our chef just brought back the  
**Pan-Seared Sea Bass** you loved last  
time - with a new autumn truffle  
butter that's getting rave reviews.

🍷 **Tuesday special:** 20% off all  
entrees + complimentary glass of  
wine with dinner.

Want me to grab your usual window  
table for tonight?

You remembered my sea bass!! Yes  
please, table for 2 at 7

Delivered

Of course I remember! 😊 Done -  
window table for 2 at 7 PM tonight.  
I've noted the GF for your wife as  
always. See you tonight, Sarah! 🍷

# Another bottle? No server needed.

Guest wants another bottle of wine, a dessert menu, or an extra appetizer - but their server is busy with another table. Instead of waiting, they just text. Order in, food out. Higher check, happier guest.

- **Text to order:** "Another bottle of the Pinot and the crème brûlée to table 12" - sent to kitchen instantly
- **No wait time:** Guests order the moment they want more, not when a server notices an empty glass
- **Menu browsing:** "What desserts do you have?" - AI knows your full menu and tonight's specials
- **Smart suggestions:** "You loved the Chablis last time. We just got a similar Sancerre that pairs perfectly with your sea bass"
- **Tab review:** Guests can check their bill, split it, or close out via text

Faster ordering = **+\$12-18 higher check average per table**



**Coastline Kitchen**  
iMessage

Saturday 8:45 PM

Can we get another bottle of the Sancerre and the dessert menu at table 12?

Delivered

Great choice! 🍷 Sancerre is on its way to table 12. Here are tonight's desserts:

🍫 **Chocolate Lava Cake** - dark chocolate, raspberry coulis - \$14

🍰 **Crème Brûlée** - classic vanilla bean - \$12 (GF )

🍰 **Tiramisu** - house-made, espresso-soaked - \$13

🍰 **Chef's Special:** Pear Tart Tatin with cinnamon gelato - \$16

The crème brûlée is GF for your wife!

Crème brûlée and the pear tart please!

Delivered

Sent to the kitchen!  Wine + desserts heading to table 12. Enjoy the rest of your anniversary dinner!





**Coastline Kitchen**

iMessage

Thursday 5:40 PM

Can I order takeout? We want the grilled salmon, pasta primavera, Caesar salad, and garlic bread. Pickup in 30 min?

Delivered

Absolutely! 🙌 Here's your order:

- Grilled Salmon (lemon dill)
- Pasta Primavera
- Caesar Salad
- Garlic Bread

Total: **\$62.50**

Ready for pickup at **6:10 PM**. Sound good?

Perfect!

Delivered

Order confirmed! ✅ I'll text you when it's ready. Just come to the host stand and mention your name. Enjoy your dinner at home! 🏠



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## Takeout orders. No third-party apps.

Customers call or text to order food for pickup. AI takes the full order, confirms timing, and sends it to your kitchen. No DoorDash. No UberEats. No 30% commission. 100% of the revenue stays with you.

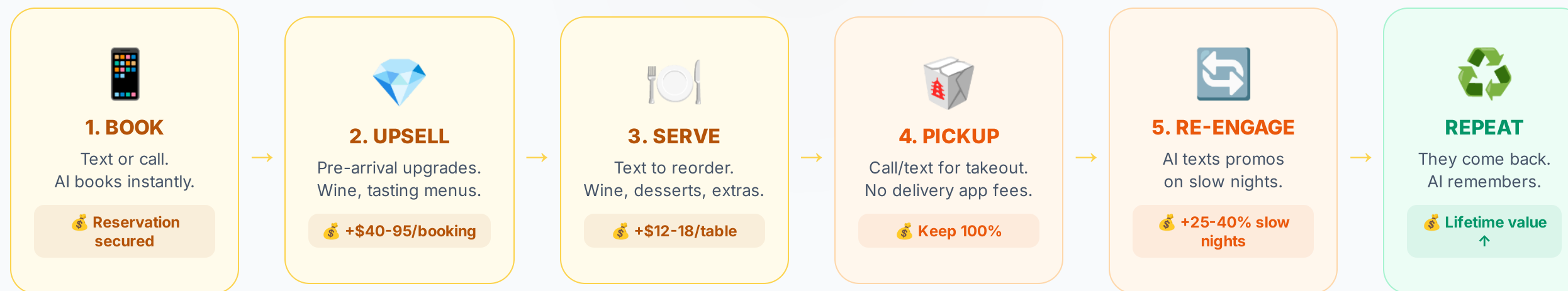
- **Call to order:** AI answers, takes the order naturally, confirms pickup time
- **Text to order:** "Salmon, pasta, salad for pickup at 6" - done in seconds
- **Full menu knowledge:** AI knows your menu, daily specials, what's 86'd, and suggests alternatives
- **Ready notification:** "Your order is ready!" - auto-texted when kitchen marks complete
- **Repeat orders:** "Same as last Thursday?" - AI remembers past takeout orders

**No 30% delivery app fees. You keep everything.**

THE REVENUE LOOP






# Every touchpoint grows the check.

One AI handles the entire guest lifecycle. No gaps, no missed opportunities.



THE IMPACT

# Revenue impact per month.

<p> <b>Missed-Call Recovery</b></p> <p>Reservations you currently lose</p> <p><b>+\$5,600</b></p> <p>~20 extra reservations/wk × \$70 avg check</p>	<p> <b>Pre-Arrival Upsells</b></p> <p>Wine, tasting menus, specials</p> <p><b>+\$3,500</b></p> <p>~35% of reservations upsell at \$35 avg</p>	<p> <b>Slow Night Traffic</b></p> <p>Filling Mon-Wed with past guests</p> <p><b>+\$7,200</b></p> <p>+15% slow-night traffic × \$65 avg check</p>	<p> <b>Tablesides Ordering</b></p> <p>Extra wine, desserts, appetizers</p> <p><b>+\$5,400</b></p> <p>+\$15 avg/table × 90 tables/wk</p>	<p> <b>Pickup / Takeout</b></p> <p>Direct orders, no app fees</p> <p><b>+\$3,600</b></p> <p>~15 pickup orders/wk × \$60 avg</p>
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<p>Total Monthly Revenue Increase</p> <p><b>+\$25,300</b></p>	<p>Annual Impact</p> <p><b>+\$303K</b></p>
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ZERO FRICTION

# No app. Just text or call.

Your guests already know how to text and make phone calls. That's all they need. No downloads, no sign-ups, no QR codes.



## iMessage / SMS

Text your restaurant's number to book, order, reorder, or ask anything. Works on every phone.



## Voice Calls

Call and talk to your AI. Natural conversation for reservations, takeout orders, and questions.



## Web Chat

Embedded on your website. Visitors browse the menu, book tables, and order takeout directly.



## WhatsApp

For international diners. Same AI, same memory, same seamless experience across channels.

Guest texts to book, calls to order takeout, texts to reorder at the table. **Context never breaks.**

# Three engines. One brain.



## Connects

To Your Systems

Your POS, reservation system, menu, kitchen display. AI sees real-time table availability, your full menu with daily specials, and what's 86'd. No manual updating.



## Remembers

Every Guest

Favorite dishes, wine preferences, allergies, anniversaries, usual table, last visit. Every guest feels like a regular from the first interaction. Institutional memory that survives staff turnover.



## Acts

Not Just Talks

Books tables, sends orders to the kitchen, processes upsells, texts promos, handles takeout. This isn't a chatbot that says "please call us." It does the work.

Live in 2-3 weeks. We handle everything.

# Two options. You choose.

Whether you prefer zero upfront cost or a flat monthly rate, we have a plan that fits your restaurant.

Zero Risk

## \$0

/month

### + 5% commission

- ✓ AI concierge (text + web)
- ✓ Reservations via text
- ✓ Pre-arrival upselling
- ✓ Slow-night re-engagement
- ✓ Tableside ordering
- ✓ Pickup / takeout via text
- ✓ Guest memory & allergies
- ✓ Setup & training included

No monthly fee. We earn when you earn.  
5% on sales generated through AI only.

Flat Rate

## \$600

/month

### No commission

- ✓ Everything in Commission plan
- ✓ Reservations via text
- ✓ Pre-arrival upselling
- ✓ Slow-night re-engagement
- ✓ Tableside ordering
- ✓ Pickup / takeout via text
- ✓ Guest memory & allergies
- ✓ Keep 100% of revenue

Predictable cost. Zero commission.  
Best value if generating \$12K+/mo through AI.

Optional Add-on

## \$0.60

/minute

### Voice Calls

- ☎ AI voice reservations
- ☎ Takeout orders by phone
- ☎ Natural conversation
- ☎ Call transcripts

Pay only for minutes used.  
Works with either plan.

NEXT STEP

# +\$25K/month. Let's go.

More reservations. Higher checks. Packed slow nights. Direct takeout. Faster service.

All from one AI.



Scan to connect

**Harun Tuncelli** Director of Product

**Email** [harun@lycia.app](mailto:harun@lycia.app)

**Web** [lyciaai.com](http://lyciaai.com)

No App Required

Fill Slow Nights

Upsell Automatically

Live in 2-3 Weeks

