Personalize.AI™
MADE BY ⦀ ZS

Hyperpersonalized guest engagement at scale

Strengthen guest loyalty and boost average check sizes

Delivering consistent, personalized guest experiences is key to growing check sizes and long-term loyalty. But fragmented data, lack of precision and slow campaign execution erodes effectiveness.

Personalize.AI™ by ZS changes that. It empowers quick-service restaurants (QSR) to launch intelligent, high-performing campaigns at scale. Our patented AI continuously learns guest behaviors, preferences and signals—so you can serve relevant, timely and insight-led offers and recommendations that drive engagement, conversions, repeat visits and measurable business impact.

Creating real-world impact

Personalize.AI delivers tangible business outcomes for you:

5%-7%
incremental sales lift

15%+
engagement increase

20%
boost in retention for "at risk" guests

ZS's personalization capabilities are exceptional, making it an ideal choice for large enterprises in healthcare, pharma, medtech, [quick-service restaurants], airlines and retail.*

The Forrester Wave™: Customer Analytics Services, Q2 2025

How Personalize.AI helped a leading US QSR chain

Personalize.AI helped the client identify microsegments, assign tailored journeys, optimize marketing spend and predict customer preferences. Read more.

Our solution

Personalize.AI by ZS combines agentic AI, next-gen experimentation and natural-language analytics in one solution—tailored for modern QSR needs.
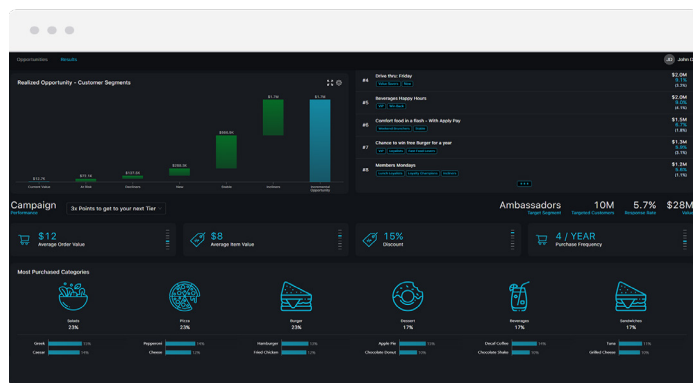
Personalized recommendations

Leverage real-time engagement insights to craft hyperpersonalized one-on-one campaigns, smart recommendations and tailored menu bundles.

Gen AI-powered content studio

Launch hyperpersonalized campaigns faster and at scale by using gen AI to create contextual content for your campaigns in seconds.

AI-powered experimentation

Experiment with different offers, visuals and messages to quickly learn guest preferences—then use what works best to get better results.

Conversational analytics

Unify guest data across systems and turn it into instant, plain-English insights. No analysts or complex dashboards needed.

AI agents

Automate decision-making, streamline processes and optimize operations, which will reduce costs, enhance efficiency and enable your teams to rapidly respond to evolving guest preferences.

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide.