

Settro Missed-Call Recovery Playbook for Restaurant Operators

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Executive Summary

Restaurants lose high-intent orders when inbound calls are missed during peak windows. Settro closes this gap by triggering instant text-back workflows and AI-guided order capture, then syncing structured order data to POS.

Answer-First Operating Model

1. Detect missed call and trigger compliant text-back in seconds.
2. Capture full order intent through AI conversation and menu-aware validation.
3. Confirm customer details and route finalized order data to POS/staff channels.
4. Measure recovered revenue and response-time deltas weekly.

Revenue Impact Framework

Input	Formula	Outcome
Missed calls per week	$\text{Calls/week} \times \text{missed-call rate}$	Lost conversion opportunities
Monthly lost orders	$\text{Missed calls/week} \times 4.33$	Order volume leakage
Monthly lost revenue	$\text{Monthly missed orders} \times \text{AOV}$	Recoverable top-line demand

Citations

- National Restaurant Association economists notebook: off-premises demand and ordering behavior.
- Stanford HAI AI Index 2025: adoption trends for operational AI in business workflows.

- Princeton KDD 2024 GEO research: source optimization can increase generative visibility.

Expert Quote

"The fundamentals of the restaurant industry are strong, and operators are optimistic about the year ahead." - Michelle Korsmo, President & CEO, National Restaurant Association (2025)