

Just Eat Takeaway.com launches AI Voice Assistant across Europe to make discovering your next order as easy as having a conversation

- **New Just Eat Takeaway.com analysis reveals customers typically browse around three restaurants before placing an order, spending millions of hours every year choosing dinner.**
- **The AI Voice Assistant is designed for those indecisive moments, helping customers discover their next order through natural conversation.**
- **Early UK data shows customers using voice AI find what they're looking for around 40% faster than those using the text-only AI assistant.**

Just Eat Takeaway.com (JET) has today launched its AI Voice Assistant across Europe, becoming the first major on-demand delivery platform to deploy a conversational AI assistant at scale across European markets.

Following successful launches in the UK and Germany earlier this year, the AI Voice Assistant is designed to help customers discover local restaurants, grocers and shops through natural conversation, making it easier to explore new options when they aren't quite sure what they fancy.

New analysis of millions of customer journeys across Just Eat Takeaway.com's European platforms shows that customers typically browse around three restaurants before placing an order, with almost a quarter of ordering journeys involving four or more restaurants before a final choice is made.

Whether customers are feeling indecisive or simply looking for inspiration, AI Voice Assistant recommends restaurants and dishes based on their mood, budget, dietary

requirements or occasion, making it easier to discover the right meal without endless scrolling.

The assistant understands conversational requests such as:

- "I'm feeding a family of four for under €40."
- "I fancy something spicy but not pizza again."
- "Order my usual Friday night curry."
- "What's open near me that delivers in under 30 minutes?"
- "Place all the ingredients for pasta carbonara in my basket"

Early data from the UK launch shows customers using Voice AI are able to find what they're looking for around 40% faster than those using the text-only AI assistant. They are also 30% more likely to choose a recommended restaurant or dish than customers browsing through the traditional search experience.

New analysis reveals how Europe discovers dinner

Just Eat Takeaway.com's analysis also found:

- Customers browse around three restaurants before placing an order, although 43% go straight to a single restaurant, highlighting strong loyalty to favourite takeaways.
- Swiss diners are Europe's most decisive, taking an average of 7 minutes to decide and place an order on the Just Eat app, while German diners take the longest at 9 minutes.
- Burgers, pizza and chicken are the most common cuisine requests made through AI Voice Assistant, followed by kebabs and Indian food.

"The biggest challenge in food delivery today isn't finding restaurants. It's deciding. Every evening, millions of people ask themselves the same question: 'What do I feel like eating?' Our AI Voice Assistant removes the friction from ordering, letting customers describe what they want in their own words, just like talking to a friend. The future of convenience isn't about giving people more choices. It's about giving them the right choice. "

Jörg Gerbig, Chief Corporate Development Officer at Just Eat Takeaway.com

The European rollout builds on JET's ambition to make ordering available wherever customers already are. Following WhatsApp ordering and integrations with voice platforms, AI Voice Assistant is the latest step towards a more conversational ordering experience, allowing customers to move seamlessly between voice, text and touch.

AI Voice Assistant is now rolling out across Just Eat Takeaway.com's European markets and is available on both iOS and Android.

About Just Eat Takeaway.com

Just Eat Takeaway.com is one of the world's leading global on-demand delivery companies.

Headquartered in Amsterdam, the Company is focused on connecting consumers and Partners through its platforms. With 342,000 connected Partners, Just Eat Takeaway.com offers consumers a wide variety of choices from restaurants to retail.

Just Eat Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in Austria, Belgium, Bulgaria, Canada, Germany, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain, Switzerland, the Netherlands and the United Kingdom.

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Contact details

JET Global Press Office
press@justeattakeaway.com

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