



Cul+ure Collective Hospitality Group Uses Slang to Power Exceptional Guest Experiences Across Locations and Secure a 98% CSAT Score

About Cul+ure Collective Hospitality Group

Cul+ure Collective Hospitality Group is a noteworthy player in the hospitality sector in Asbury Park, New Jersey. It boasts three diverse eateries: Barrio Costero, REYLA, and Laylow. The group, led by Development Partner, Chris Viola, a Cornell School of Hotel Administration graduate with significant experience at Four Seasons Hotels & Resorts, has a profound mission: to lead with genuine hospitality, share remarkable experiences, and impact their communities.

Challenge

Cul+ure Collective Hospitality Group faced a significant challenge in managing their phone services across their three unique locations. With the staff fully engaged in providing top-notch in-house guest experiences, answering incoming calls became an often neglected task. Despite their efforts to establish a call center during the pandemic, the labor costs and logistical challenges proved prohibitive.

85.5%
of calls fully handled
by Slang without
human intervention

98%
CSAT score across
locations

2023
calls answered
in 60 days

“
Even with better staffing than during Covid times, my staff would likely boycott if we were to stop using Slang.”
— Chris Viola, Development Partner, Cul+ure Collective

Solution

Slang.ai proved to be the perfect solution. According to Chris Viola, the ease of onboarding and implementing the product was a standout feature. With Slang.ai, they were able to manage all calls for their three locations effectively and efficiently. Slang.ai took the load off of their staff, handling 2,023 calls in 60 days, and saving the group 125 hours in labor.

The labor cost savings alone highlight the ROI, as Chris puts it, but the relief and appreciation from the team are priceless.