



Genuine Hospitality Group Secures a 94% Guest CSAT Score and 1,200+ Reservations with AI Answering

About Genuine Hospitality Group

Founded by the James Beard Award Winning Chef and celebrated cookbook author, Michael Schwartz, the Genuine Hospitality Group boasts a stellar collection of award-winning restaurants, such as the iconic Michael's Genuine® Food & Drink, Amara at Paraiso, and Harry's Pizzeria, making them a renowned multi-unit full-service hospitality entity.

Challenge

The Genuine Hospitality Group grappled with the daunting issue of effectively managing customer calls across its diverse portfolio. Without a dedicated phone answering system in place, opportunities for stellar guest interactions were frequently missed, leading to potential business losses and a compromised guest experience.

“ **In today's world, Slang offers an invaluable service – answering questions promptly.**

We can't answer every call personally, and Slang ensures that customer service remains impeccable.”

— Joel White, VP of Marketing, Genuine Hospitality Group

81% OF CALLS
fully handled by
Slang without human
intervention

94%
Caller CSAT Score

1200+
RESERVATIONS
booked with Slang
in 90 Days

Solution

When Amara at Paraiso was inundated with hundreds of calls, the need for a solution became evident. After a successful test phase with Slang.ai that yielded zero negative feedback, the group decided to expand Slang to all their locations.

VP of Marketing Joel White recalled how Slang.ai was beneficial when he was with his kids and running late for a reservation at Amara. When he called, the Slang Concierge recognized the imminent reservation and automatically postponed it by 15 minutes, impressing Joel with its efficiency. What's more, Slang facilitated 1,200+ voice reservations in just 90 days and fully handled 81% of calls across locations, without the need for human intervention.