



Genuine Hospitality Group Secures 96% Guest CSAT Score with Voice AI Answering

About Genuine Hospitality Group

Founded by James Beard Award-winning chef and celebrated cookbook author Michael Schwartz, the Genuine Hospitality Group is a standout in the industry. Its portfolio includes iconic Miami-based restaurants such as Michael's Genuine® Food & Drink, Amara at Paraiso, and Harry's Pizzeria. Known for delivering unparalleled dining experiences, the group operates multiple award-winning full-service restaurant concepts.

96%
Caller Satisfaction Score

612
reservations created
in the first 90 days

60%
containment

Challenge

Without a robust phone-answering system, managing guest calls across multiple restaurants presented significant challenges for Genuine Hospitality Group. Particularly at high-traffic locations like Amara at Paraiso, the influx of hundreds of daily calls became unmanageable, putting pressure on staff and impacting operational efficiency.

“We really couldn’t provide a real positive experience if [guests] called the restaurant,” said Joel White, VP of Marketing at the Genuine Hospitality Group.

To complicate things, Joel also remarked on the prevalence of no-shows for reservations unique to Miami. “On any night, a third of the reservations are canceled, or the folks don’t show. It’s a cultural thing in Miami to make two reservations and then decide.”

“ **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

Solution

Genuine Hospitality Group needed a phone solution that could handle a high volume of calls without compromising the guest experience. That’s where Slang.ai came into play. The implementation began as a test at Amara at Paraiso, which yielded overwhelmingly positive results, prompting the group to expand Slang.ai to all locations. Within the first 90 days, Slang.ai’s AI-driven concierge offered seamless call management, handling 60% of calls and achieving a 96% caller satisfaction (CSAT) score.

Genuine Hospitality Group also utilized an end-to-end integration with OpenTable, the leading reservation management platform. Over the same period, the integration secured 373 reservations, streamlined reservation management, and addressed prevalent no-shows by enabling effortless reservation cancellations and modifications.

“We used to have a dedicated staff member upstairs handling reservations,” said Joel when asked about the OpenTable integration. “Now, that role has been redeployed to more critical front-of-house responsibilities, a change made possible thanks to Slang.”