



How Texas de Brazil Captured 13k+ Reservations—Entirely with Voice AI

About Texas de Brazil

Texas de Brazil is one of the fastest-growing restaurant brands in the hospitality industry and is a leader in the fine-dining steakhouse segment. The brand is known for its commitment to quality ingredients, exceptional service, and authentic Brazilian culinary traditions. Texas de Brazil has over 50 locations in the U.S., with more than 65 locations worldwide.

96% Caller Satisfaction Score

13,290 Reservations Booked*

269,447 Calls Handled by Slang*

*in the past 6 months

Challenge

For Texas de Brazil, managing a constant flow of phone calls across all locations presented an operational challenge. Additionally, for an entity as large as Texas de Brazil, staff must ensure a consistent guest experience across each location. With each restaurant receiving upwards of hundreds of calls daily, staff had to choose—attend to in-house guests or answer phones.

“Not answering the phones used to be one of the top complaints we would receive via our customer service ticketing system,” said Jad Izzedin, Executive Brand Director at Texas de Brazil.

While some phone automation solutions like an IVR or phone tree could alleviate some of these issues, booking reservations over the phone was a top reason for high call volume. Texas de Brazil needed something that could take some pressure off staff, deliver a consistent experience across locations, and capture reservations by phone.

Solution

Texas de Brazil implemented Slang’s AI-powered voice answering system that responds to common caller inquiries, allowing Texas de Brazil to provide consistent caller experiences at scale. “Slang allows us to deliver consistent messaging to our customers, allows them to ask more questions, and allows the answers to be tailored to what our corporate office wants,” said Jad. Additionally, the company utilized an end-to-end integration with OpenTable, the leading reservation management platform.

“The OpenTable integration piqued our interest,” said Jad. “Once I saw how well it worked, I called a few restaurants using Slang and was surprised at how effective it was.”

With Slang and the OpenTable integration, callers can book or modify a reservation directly with Slang’s AI voice assistant. This allowed Texas de Brazil to manage incoming calls seamlessly, book reservations automatically, and significantly reduce manual Front-of-House reservation entry and call handling.

After a test in Las Vegas, one of the company’s high-volume restaurants, Slang successfully created over 2,400+ reservations while maintaining a remarkably high customer satisfaction score (CSAT) of 96.4% over the initial 90 days. Eventually, Slang was rolled out to all 54 U.S. locations.

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Our CSAT score so far with the OpenTable integration call experience is really, really high.

Our caller satisfaction is at 96% for the last 90 days.

— JAD IZZEDIN,
Executive Brand Director at Texas de Brazil