



How Rosa Mexicano Uses the Tripleseat Integration to Streamline Private Event Inquiries

Founded in 1984 in New York City, Rosa Mexicano is a nationally recognized, premier restaurant brand known for its elevated, inventive Mexican cuisine and lively dining experiences. With multiple high-volume locations, including the Empire Hotel and Second Avenue restaurants in New York City, the brand regularly hosts large group reservations, unique private dining experiences, and full-scale events.

Challenge

Events represent a major revenue opportunity for Rosa Mexicano and are managed by a dedicated catering and events team. Jennifer Wooddy, Catering and Events Manager at Rosa Mexicano, oversees it all. “I handle all of our group events, sales, private bookings, large party reservations—anything related to catering and events,” Jennifer explains.

With the Empire Hotel location in particular seeing extremely high call volume, managing inbound inquiries efficiently is critical to ensuring that potential event opportunities turn into confirmed bookings. Before implementing the integration between Slang AI and Tripleseat, capturing event inquiries over the phone could be challenging during busy service periods.

“One of the things about this restaurant is that it’s super high volume,” Jennifer says. “We’re getting incoming calls all the time, and there are only so many phones and so many people who can answer them.”

Even when calls were answered, event details were often written down quickly while staff were juggling service responsibilities. This sometimes resulted in incomplete or incorrect information being passed along to the events team, creating delays in follow-up. In some cases, Jennifer had to spend extra time tracking down the correct contact details just to continue the conversation.

“Sometimes I would Google the name however it was spelled and the company and try to find the correct spelling on LinkedIn just so I could email them,” she says. “If the phone number was also wrong, then you just had to wait and hope they called back,” Jennifer said.

For event inquiries that can represent significant revenue, losing contact information or delaying follow-up created unnecessary risk for the team.



96%

Guest Satisfaction Score



79

leads generated



13,947

calls handled

over the last 90 days

Solution

By integrating Slang AI with Tripleseat, Rosa Mexicano created a reliable process for capturing and organizing event inquiries that come in over the phone.

Now when guests call with questions about large party reservations or private events, Slang can recognize the inquiry, gather key details, and send the information directly into Tripleseat. If a guest is looking to book a private event, Slang can also provide Jennifer's email so the conversation can continue with menus, pricing, and event details.

For Jennifer, having accurate contact information is critical to moving the sales process forward.

"It's really important for me to have email addresses, because that's how I get them menus and pricing information," she explains. "I always prefer to email first so they have something to look at while we're talking"

The integration also eliminates the guesswork that previously came with handwritten notes. Phone numbers are captured automatically, ensuring the events team always has a reliable way to follow up. "I know the phone number goes in automatically, so I don't have to worry that somebody wrote it down wrong," Jennifer says.

"I know the phone number gets logged automatically, so I don't have to worry that somebody wrote it down wrong."

— Jennifer Wooddy

Catering and Events Manager at Rosa Mexicano



Perhaps most importantly, the system works quietly in the background, allowing the team to focus on selling and planning events rather than managing phone inquiries. With every event inquiry now reliably captured and routed into Tripleseat, Rosa Mexicano's events team can focus on what matters most: building relationships with guests and turning interest into successful events.