



Voice AI Concierge for leading hospitality & dining group.

Customer

UK Restaurant Chain

Sector

Hospitality & Dining

Size

Serving close to 2-million
guests annually across its
50+ restaurants.

Employees

>500 employees

Leading Restaurant Chain improves service & captures more bookings with an AI Booking Assistant

The Challenge

With more than 50 restaurants located across the UK and a reputation built on personal, attentive service, the business faced a growing challenge: Answering calls quickly and consistently at any time of day, especially during peak times.

While many customers use the online booking service, each restaurant still receives a steady stream of daily calls covering a wide-range of enquiries including, table reservations, opening hours, menu queries, accessibility questions - calls that pull front-of-house staff away from helping guests in person and back office staff away from managing the restaurant.

Enquiry volumes were unpredictable, but constant - spiking during evenings, weekends and the days following a new promotion or seasonal menu launch. Staff found themselves managing the phone and the floor simultaneously, with something inevitably suffering. Missed calls meant missed bookings and time spent answering calls was time not spent delivering the warm, attentive service the brand is known for.

The head office operations team set out to find a smarter approach — one that could handle high volumes of calls consistently, without compromising the guest experience, or adding pressure to already busy restaurant teams.

The Project Aims

The business needed a solution that could work hard behind the scenes, integrating with reservation systems, handling peak-time call volumes, and when the restaurants were closed — while feeling effortless to the person on the other end of the phone.

The team set out to find a solution which could:

- Handle routine calls intelligently, without increasing staffing costs.
- Give guests a quick, reliable way to reserve tables and find key information.
- Reduce the pressure on front-of-house teams during busy periods.
- Ensure seamless human transfer when requested by callers.
- Lay the groundwork for future automation, including takeaway ordering.

The Solution, an AI Concierge for Every Restaurant

Working with converse360, the in-house team deployed an intelligent AI Concierge tailored for each restaurant location, accessible from the moment a guest calls any restaurant in the group. As a front-of-house to the phone system and providing an overflow to the human reservations team (who still handle some bookings personally) each caller is greeted with a warm, branded welcome - and the AI Concierge takes it from there, only handing back to the human team if there are enquiries that it can't answer.



SMS booking confirmations

Intelligent Integrations for a Co-ordinated Service

With multiple booking channels available it was critical to avoid the possibility of double-booking, by integrating the AI concierge booking service with **ResDiary** the online booking system used by the restaurants - ensuring that any booking or cancellation was updated in real-time. Additionally, to reduce the risk of no-shows the AI Assistant takes a mobile number during the booking conversation in order that an SMS confirmation could be sent to confirm each reservation.

Smooth guest experiences for every diner

Key features of the AI Concierge, powered by converse360's Assist-Me AI Orchestration platform:



Out-of-hours

Extended Availability The AI Concierge replaced the existing IVR - switching 'press 1 for this', 'press 2 for that' with a conversational greeting 24/7, enabling transfer to the customer service team during opening hours if needed - or answering questions, taking bookings or capturing call-back information out-of-hours.



Voice bookings

Fully Automated Phone Bookings The AI Concierge talks guests through a natural, conversational booking process. It asks for the number of guests, preferred date and time, name, mobile number and any special requirements. It checks availability in real time, confirms the reservation or offers alternative times if the requested time is unavailable — and closes the loop with a **follow-up SMS**, both confirming the reservation and also inviting the guest to share their email address for an email booking confirmation as well as collecting opt-in data in for future marketing.



SMS confirmations

All Enquiries Answered Each AI Concierge is configured to be unique for its restaurant location. Callers can ask about opening times, the address, car parking, Wi-Fi access, disabled facilities, menu options and more. Answers are accurate, localised and available around the clock.



Handles FAQs

Human Handover When a guest wants to speak directly to a team member - or when the AI Concierge recognises a transfer cue e.g. enquiry about a large booking or event, the Concierge transfers them smoothly to the restaurant's customer service team with no delays or frustration.



Transfers calls

Ordering Takeaways During the initial phase of the project callers looking to place an order for food for home delivery or collection are transferred directly to the customer service team, whilst automating this process is being scoped for a future phase.



Routes enquiries

No-code Platform Whether changing the Assistant's voice or personality, adding FAQs or uploading new menus, everything is managed through a simple to use portal by the in-house team, no developers required. The platform orchestrates the technologies, including conversational and generative AI and governs the process for natural sounding conversations.



Enables Gen AI



"The AI Concierge has made a genuine difference to how we manage calls across the group. Our restaurant teams can focus on the guests in front of them, and callers are getting answers faster than ever — including completing bookings without waiting for anyone to pick up the phone."

— Customer Experience Director, Leading UK Restaurant Group

Benefits so far...

While still early in the adoption process the team have already started to see a return on their investment with fewer calls needing to be handled by the reservations team. Long term, following a phased roll-out, the team anticipates that the AI Concierge will be able to handle **up to 90% of all inbound enquiries automatically**, eliminating almost all missed calls and bookings.

Integrated with existing systems, the two-way connection with **ResDiary** means bookings are made and confirmed in real time, with no manual input required from restaurant staff. The time saved per booking is estimated to be around **3-5 mins per call**, that's roughly 60 hours per week across the reservations team.

Easy to manage, the no-code platform allows the in-house operations team to make changes themselves, keeping content accurate without relying on external support. Scalable for future expansion, with multiple locations already live, the platform is built to grow alongside the business as new venues open and services expand.

*During initial roll-out with the target to handle 90% longer term

>70%

Bookings completed by AI Concierge without transfer to a human agent.*

30%

Reduction in calls handled by the in-house team since deployment.

60hrs

Saved per week for in-house reservations team

Future Plans, Voice Automation for Takeaway Orders



Phase two will take automation a step further, extending the AI Concierge to handle takeaway orders end-to-end by phone.

Callers will be able to place a full food order using their voice only — giving their name and number, selecting from the menu, receiving a price confirmation, and completing a PCI compliant payment securely over the phone. The AI Concierge will also confirm the order and provide any relevant follow-up information, without the need for a human agent.

With the foundations already in place and the integration with ResDiary well established, the next phase is a natural extension of what's already working.

"Customer feedback has been incredibly encouraging so far - they have praised the service for convenience, and have shared very positive comments about how easy the AI Voice Assistant is to understand and also how well it has understood them - even heavy accents or dogs barking don't seem to throw it off"

— Head of Guest Experience, Leading UK Restaurant Group



AI Assistants for 5-Star Guest Experiences

Enhance guest experiences with intelligent automation that can manage bookings, answer enquiries and provide recommendations with a consistent brand experience 24/7.

For independent hospitality providers, established chains or expanding hotel groups, deliver reliable and outstanding service around the clock without adding extra headcount.

Find out how the AI Concierge could work for you — contact us at info@converse360.co.uk

About converse360

converse360 helps any organisation automate customer service and internal operations across phone, chat and messaging – with connections to any existing business applications or phone systems. Their platform enables businesses to create Voice Assistants and AI Agents that handle enquiries faster and complete tasks more efficiently - while keeping human hand-off available when it counts.