

Restaurant CX Automation

Travel & Hospitality Case Study



About Le Rivage

Le Rivage

New York City's historic "Restaurant Row" features the much-loved, third generation restaurant, Le Rivage, where quality traditional French cuisine has been enjoyed by customers since 1984. Today Le Rivage offers catering and private dining as well as the highly regarded private chef events. Overall, customer experience is key for owner Chef Paul Denamiel – from order taking to the quality of food and service that Le Rivage is renowned to deliver. Le Rivage turned to NLX and AWS to automate a select component of their customer service operations to help save time and money while maintaining quality.

The Challenge

Le Rivage manages customer service operations through two main channels: phone calls and emails. Customers can enjoy takeout orders, table bookings, private dining room reservations, catering events and private chef events. Depending on the customer and service requested, Chef Paul is concerned that the attention to detail and responsiveness by staff can vary. For example, booking a private chef event requires the involvement of the executive chef who may not always be available. Specifically, such requests often require more time on the phone and accompanying email exchanges. For Le Rivage, first impressions are particularly important.

Chef Paul knows that a poor customer experience at the start risks leading to bad reviews, or worse, lost business. The Le Rivage reservation system is central to managing order details but accurately syncing up information from emails and phone calls into the system is inherently strenuous. This is especially challenging when a customer requests something non-standard or requires additional assistance from a different staff member.

The Solution

Working closely with Chef Paul, NLX built an automated, AI powered Amazon Connect contact center to specifically address special requests related to orders for catering and private chef events. The end result is a voice-guided, self-service customer journey using a Journey Assistant that starts with a call into a dedicated number and results in an order being placed by a customer within the criteria that Le Rivage can deliver. The customer experience matches the brand quality Chef Paul strives to maintain across his business, including the valuable first impression.

At the start of their journey, a customer is greeted by the Journey Assistant. A few key options are presented. For example, if the customer says, "I would like to book a private chef event for my spouse's birthday", then Amazon Lex is engaged. The Journey Assistant understands what the customer wants by identifying the intent (Book Private Chef) and confirms the request. Automatically an SMS is sent to the customer, instructing them to follow a link, and requesting them to put their phone on speaker. Clicking the link introduces a dedicated web page. The Journey Assistant then provides important step-by-step guidance using a conversational voice to help the customer submit all information necessary to complete a booking. Behind the customer experience, each step is tracked in realtime using a combination of API Gateway, Lambda and DynamoDB. Once complete, the Journey Assistant confirms submission of the customer's order and informs them to expect a callback from the chef. The journey ends with a confirmation email sent to both parties - the customer and Le Rivage - containing all the relevant information including next steps.

The Benefits

Time Savings

Le Rivage observed that they streamlined staff time for order taking by almost 50% by eliminating redundant discussions and promoting direct booking.

Improved CX

Creates brand-favorable first impression by reducing CHT and speeds order submission through intuitive and customer-controlled natural language interactions.

24/7 Service

Enables Le Rivage to be always on and responsive to customer requests, without taking away precious restaurant staff time for routine data collection.

About NLX and Amazon Web Services

NLX enables organizations to build and manage next generation conversational experiences - personalized conversations that are automated, integrated, measurable, highly scalable and available anytime and anywhere. NLX is an APN Advanced Technology partner based in New York City, helping Travel & Hospitality organizations deliver cost-efficient and customer-friendly servicing experiences.

AWS was the obvious choice for this solution since the solution needs to operate over the phone and therefore relies on AWS' scalable, programmatic contact center service, Amazon Connect. Furthermore, NLX services are running on over 45 different AWS services to meet customers' most unique demands, regardless of scale and use case complexity.

Next Steps

To learn more about how AWS and NLX can help your business, visit <https://nlx.ai/products>