



# How Chef Paul at New York's *Le Rivage* restaurant elevates his customer's experience with NLX

**About 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

*Le Rivage*

## 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.

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.

## OUR SOLUTION

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.

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.**

**About AWS:** Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully-featured services from data centers globally. 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.

In partnership with:





## CUSTOMER EXPERIENCE

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.

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 WIN

Voice Compass by NLX enables Le Rivage to be always on and responsive to customer requests, without taking away precious restaurant staff time for routine data collection. By eliminating redundant discussions and promoting direct booking, Le Rivage observed that they streamlined staff time for order taking by almost 50%! Their customers also benefited from no wait times and customer-controlled pacing to place orders, creating a brand-favorable, customer-centric experience.



24/7 Service



Customer  
Self-Paced



Saves Time