FEATURED IMPLEMENTATION CASE STUDY

Omnichannel AI & White-Label Restaurant Reservation System

Client implementation: L'Ancien Four à Pizza

I owned the full account journey—from sales and account acquisition through discovery, workflow mapping, onboarding, implementation, launch and enablement.

I then designed a bilingual reservation ecosystem combining Conversation AI, Voice AI, guest booking, physical-table logic, staff operations, CRM automation and reputation workflows—built to be easy to use, operationally valuable and simple to adopt.

LIVE BUILD

Client Website | Reservation Experience | Staff Dashboard

Dashboard access PIN: 2468

Target relevance: Technical Account Manager • Senior Account Manager • Senior Customer Success

Systems: GoHighLevel, Conversation AI, Voice AI, Cloudflare Workers, D1, APIs/webhooks, custom fields, custom values, tags, SMS workflows and HTML/CSS/JavaScript

PROJECT OVERVIEW

AI-assisted booking, restaurant operations and guest engagement—one connected layer

The operational challenge

The restaurant needed one reliable workflow to accept reservations, enforce booking and table rules, keep staff informed, and maintain a usable view of service activity. Without that structure, booking details, customer records and follow-up could be fragmented across calls, messages and manual notes.

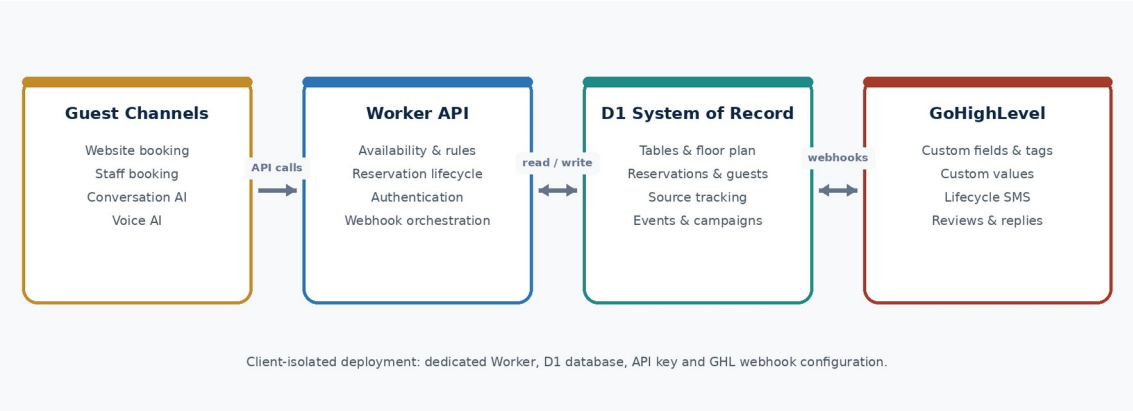
Conversation AI and Voice AI

- **Conversation AI:** Handles bilingual text-based reservation requests, collects the required guest, party, date/time, seating and notes fields, then triggers the reservation workflow only when the request is complete.
- **Voice AI:** Handles phone reservations, gathers the same structured details, creates the booking through the shared workflow and transfers food orders, large groups and unsupported requests to staff.
- **Shared intelligence:** Both channels use the same availability rules, physical-table model, consent controls, source attribution and human-transfer boundaries—without guessing or overpromising.

Connected implementation

- **Guest and staff experience:** A branded English/French booking page plus a PIN-protected dashboard covering Today, Calendar, Floor Plan, Guests, Reviews, SMS Marketing, Insights and Settings.
- **Backend and data:** A Cloudflare Worker API supporting availability and the complete reservation lifecycle, backed by a dedicated D1 source of truth.
- **CRM and reputation:** GoHighLevel fields, tags, custom values and workflows coordinate confirmations, staff alerts, reminders, cancellations, completion, reviews and follow-up.

System architecture



AI, CRM AND AUTOMATION DESIGN

Make every booking source operationally consistent

Website, staff, Conversation AI and Voice AI reservations all needed to create the same reliable operational record. I standardized their data, rules, source tracking and follow-up so the restaurant could manage demand consistently regardless of where a request began.

Structured AI reservation journeys

- **Required information:** Guest name, phone, date, time, party size, seating preference, notes, language and SMS consent are collected before creating a reservation.
- **Voice boundaries:** Pickup, delivery, takeout, order changes, large groups and non-reservation requests transfer to staff rather than being handled incorrectly.
- **Unified source tracking:** Website, dashboard, Conversation AI and Voice AI reservations retain distinct source values while sharing one API and data model.

GoHighLevel configuration that operationalizes the data

- **Custom fields:** Reservation ID, guest, date/time, party size, table, status, source, notes, language and seating details keep the contact record useful and automation-ready.
- **Custom values and tags:** Brand/review values support reusable messaging, while source and lifecycle tags help route workflows and troubleshoot records.
- **Lifecycle workflows:** Created, cancelled, reminder and completed events trigger CRM updates, guest SMS, staff alerts and review/reputation follow-up.
- **Consent and handoff:** Transactional and marketing consent remain explicit, and exceptions move to staff with the available context preserved.

Implementation highlights

- **Four booking sources:** Standardized website, staff, Conversation AI and Voice AI reservations into one API and one operational data model.
- **Data-driven dashboard:** Kept table positions, capacities, sections and statuses in D1 so restaurant changes did not require rewriting dashboard logic.
- **Traceable automation:** Logged reservation, campaign and automation activity to make integration issues easier to diagnose and verify.
- **Reusable deployment model:** Documented a client-isolated pattern with dedicated Worker, D1 database, API key, webhook configuration, seed data and launch checklist.

AI CHANNEL DESIGN

Conversation AI manages text-based reservations; Voice AI manages calls. Both collect structured context, follow the same operational rules and transfer uncertainty to a person.

ACCOUNT OWNERSHIP, ADOPTION AND LAUNCH

Own the client journey—not just the reservation software

My responsibility extended across the full customer lifecycle: acquiring the account, uncovering the operational problem, mapping the solution, onboarding the client, implementing the system and making it easy for staff and guests to use.

End-to-end account journey

- **Sales and discovery:** Won the client relationship, led discovery and translated business goals, guest pain points and restaurant constraints into a clear implementation scope.
- **Map and onboard:** Documented guest and staff journeys, business rules, data requirements and exception paths; gathered the required inputs and aligned the client on the future workflow.
- **Implement and enable:** Configured, built, tested and launched the solution, then simplified the experience, supported users and created repeatable handoffs to encourage sustained adoption.

Operational problem solved

The early model used virtual reservation slots while staff worked with real table numbers. I rebuilt the model around physical table IDs, safely handled historical records and verified overlaps, duplicate/orphan IDs, sections and floor-plan behavior before launch.

Launch and validation

I created a repeatable QA process covering all four booking sources, status changes, SMS and staff alerts, review-reply sync, source tracking, future calendar behavior, floor-plan status, campaign forwarding, tablet behavior and double-book prevention.

Adoption and customer value

- **Low-friction experience:** Bilingual guided flows and consistent communications make the system easier for guests and staff to understand and use.
- **Visible operational value:** AI qualification, accurate table logic, one guest record and targeted follow-up support faster, more consistent service.
- **Retention-minded delivery:** Onboarding, enablement, documentation and practical workflow design were built to encourage ongoing usage, demonstrate value and reduce churn risk.