

PRODUCT OVERVIEW

Bella

Every booking starts as a conversation.

Bella answers the call, the message and the web form in the guest's own language, books against real availability, and writes one record that the whole team works from. Built for restaurants, clinics and salons.

3
BUSINESS TYPES

4
WAYS TO BOOK

Any
LANGUAGE THE GUEST SPEAKS

• 19 SLIDES

Contents		
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PLATFORM

One agent. Any language.

01 Speaks the guest's language

Bella answers in the language she hears, on every channel.

02 Reads live availability

She offers only what is really free.

03 Remembers the guest

Preferences carry over to the next booking.

04 Keeps the guest moving

If a call drops, the conversation continues by message.

GUEST · ITALIAN

Buonasera, avete un tavolo per quattro venerdì sera?

BELLA · ITALIAN

Buonasera! Alle otto è tutto pieno, ma ho un tavolo alle otto e mezza. Va bene?

GUEST · ITALIAN

Perfetto, grazie.

✧ How Bella answers

• 24/7

CALL ROUTING

Agent, voicemail or menu

CONFIRMATIONS

WhatsApp, SMS or email

STAFF WORKSPACE

Romanian, English, Italian

PLATFORM

Four ways in.
One record out.

 Phone

Bella answers on the venue's own number, day and night.

 WhatsApp

Books, changes and confirms in the chat guests already use.

 Web chat

An embeddable chat on the venue website.

 Booking form

A hosted page and an embeddable form for guests who prefer to type.

 One booking record

• CONFIRMED

REFERENCE

BK-4192

GUEST

Alex Morgan

PARTY

5 guests

SITTING

Friday 26 September, 20:30

ARRIVED THROUGH

Phone · Bella

TABLE

Table 12, by the window

RECORD HISTORY

18:42

Created from the call

18:44

Party changed from 4 to 5

18:44

Confirmation sent by SMS

PLATFORM

One engine. Multiple sets of rules.

One scheduling core. The business template supplies the vocabulary, the capacity model and the staff workspace.

BOOKING RULE	RESTAURANT	CLINIC	SALON
What the guest books	A table for a party	A service appointment	A treatment with a stylist
Capacity model	Tables and seats	Practitioner and room	Stylist and chair
Time constraints	Service hours	Duration plus buffer	Treatment phases plus cleanup
Resource allocation	Assigned or combined tables	Exclusive practitioner, optional room	Exclusive stylist, optional chair
Staff workspace	Reservations, floor plan, door	Services, practitioners, rooms	Treatments, stylists, chairs

RESTAURANTS

The party grew. The room adapts.

- 01

See what is free

Availability reads the floor plan and its zones.
- 02

Suggest the best seat

Bella ranks single tables and combinations. Staff can override it.
- 03

Measure the suggestions

Insights shows how often a suggestion is accepted.

✦ When no single table fits, Bella combines adjacent tables into one seating.

✦ Main room · Friday service

• 20:30 SITTING

04
2 SEATS

05
2 SEATS

06
4 SEATS

08
4 SEATS

09
4 SEATS

10
6 SEATS

12
6 SEATS

14
8 SEATS

☐ FREE

☐ SEATED

☐ HELD

☒ ASSIGNED

Alex Morgan

20:30 · 5 guests · BK-4192

Table 12

RESTAURANTS

A cancellation is a second chance.

- 01

Guests join the list

By phone, chat or form, with party size and the times they accept.
- 02

Bella matches the freed slot

Only guests whose party and time window fit the table.
- 03

The offer has a deadline

The guest accepts before it expires, or the slot goes to the next match.

 Waitlist offer · Friday

• OFFERED

GUEST	Noah Brown
PARTY	2 guests
ACCEPTS	20:30 to 21:30
FREED SLOT	21:00 · Table 9
SCOPE	Main room
OFFER EXPIRES	18:20

 Next in line

SOFIA CHEN	2 guests · 21:00 to 22:00
ETHAN CLARK	4 guests · not a fit for Table 9

RESTAURANTS

An event night is a different business.

 **Publish the event**
Date, room, capacity and ticket price on the venue page.

 **Take payment up front**
Prepaid event bookings and standalone tickets.

 **Hold the guest list**
Names, ticket counts and door notes in one list.

 **Admit at the door**
Scan the ticket and watch admitted against sold.

• REFUNDS

• QR ADMISSION

• FISCAL TICKETS

EVENT ADMISSION

Friday supper club

Seasonal tasting menu, five courses.
19:30, main room. 34 places.

TICKET EV-0271 · 2 guests

PAID Card, in advance

FISCAL RECEIPT Series BLA, no. 0271

STATUS Admitted, 19:24

28 / 34
ADMITTED / SOLD



CLINICS

A service is a set of constraints.

Duration, buffer, eligible practitioners and room. Availability is what all four allow at the same time.

SERVICE	DURATION	BUFFER	ELIGIBLE PRACTITIONERS	ROOM
Initial consultation	45 min	10 min	Dr Marin, Dr Pop	Any consulting room
Follow-up appointment	30 min	10 min	Dr Marin, Dr Pop	Any consulting room
Diagnostic session	60 min	15 min	Dr Pop	Room 2, exclusive
Review appointment	20 min	5 min	Dr Marin	Any consulting room

⌚ A service also carries its price. A clinic appointment always holds an exclusive practitioner, and may hold an exclusive room as well.

CLINICS

Availability follows the working week.

- 01 Pick an eligible practitioner

Only the practitioners the service allows.
- 02 Fit the weekly schedule

Working intervals per weekday, plus recorded time off.
- 03 Hold every resource

The practitioner, and the room when the service needs one.

📅 Practitioner schedule · Wednesday			• 2 PRACTITIONERS
	DR MARIN	DR POP	
09:00	Initial consultation 45 min · Room 1	Available	
10:00	Follow-up 30 min · Room 1	Initial consultation 45 min · Room 2	
11:00	Available	Time off Recorded on the schedule	
12:00	Outside working hours Weekly interval ends	Diagnostic session 60 min · Room 2, exclusive	

CLINICS

A series that hides a conflict is worse than no series.

Bella books the occurrences it can, and says plainly which one it could not.

#	DATE	TIME	PRACTITIONER	OUTCOME
01	Wednesday 7 October	10:00	Dr Marin	Confirmed
02	Wednesday 14 October	10:00	Dr Marin	Confirmed
03	Wednesday 21 October	10:00	Practitioner unavailable	Needs another time
04	Wednesday 28 October	10:00	Dr Marin	Confirmed
05	Wednesday 4 November	10:00	Dr Marin	Confirmed

 **Series rules**

INTERVAL

1 to 4 weeks

OCCURRENCES

2 to 12

RESULT

Booked and open, apart

ON CONFLICT

Never moved silently

HANDOVER

Staff resolve no. 03

SALONS

A treatment.
A stylist.
A time that fits.

CLIENT

A cut and finish with Emma next Thursday afternoon?

BELLA

Emma has 14:00 on Thursday. That is 60 minutes, and I have held Chair 2 for you.

📦 How a salon is configured

TREATMENT	Phases and cleanup
PRICE	Per treatment and stylist
STYLIST	Required, client's choice
CHAIR	Held while colour sets
DEPOSIT	Optional, per treatment
REPEAT VISITS	Series booking

✂ Cut and finish

• CONFIRMED

STYLIST	Emma
SERVICE TIME	60 minutes
CLEANUP	15 minutes
CHAIR	Chair 2
BOOKED THROUGH	WhatsApp

SALONS

One day. The whole team on it.

- 01 Split a treatment into phases
Stylist work first, then chair time while the colour sets.
- 02 Match stylist and chair
Bella holds both for exactly the phase that needs them.
- 03 Change it or repeat it
Move a booking, or book the next six visits.

📅 Salon day · Thursday			• 2 STYLISTS
	EMMA	SOFIA	
13:00	Colour · application 30 min · Chair 2	Available	
14:00	Cut and finish 45 min · Chair 1	Treatment 45 min · Chair 4	
15:00	Cleanup 15 min, then free	Cut and finish 60 min · Chair 4	

OPERATIONS

Every guest, remembered.

 **Guest profile**

• VIP

NAME	Alex Morgan
VISITS	12
TOTAL COVERS	41
NO-SHOWS	0
REMEMBERS	Prefers the window

 **Customer rules**

• AUTOMATIC

AFTER 10 VISITS	Tag as Regular
AFTER 25 VISITS	Tag as VIP
ON EVERY CALL	Bella reads the profile
ON REQUEST	Bella forgets

 **Import**

• ONE STEP

TABLEIN	Guests and history
OPENTABLE	Guests and history
CSV OR EXCEL	Any other system
REVIEW	Checked before it lands

 The same guest record follows every channel, every visit and every location.

OPERATIONS

Every conversation. One place.

Conversations

• ALL CHANNELS

PHONE	Calls and voicemail
WHATSAPP	Full threads
WEB CHAT	Full threads
STAFF REPLY	From the same view

Notifications

• TRACKED

CONFIRMATION	WhatsApp, SMS or email
REMINDER	Before the visit
AFTER THE VISIT	Feedback request
DELIVERY	Status per message
OPT-OUT	Per guest and channel

Tasks

• 3 OPEN

OPPORTUNITY	Offer 21:00 to the waitlist
TASK	Answer the private event inquiry
TASK	Confirm the table change
OWNER	Assignee and due date

 Staff see what Bella said, what was sent and what is still open.

OPERATIONS

The numbers behind the service.

Reports for any date range, read from the same records that Bella writes.

 Bookings

RESERVATIONS

By source and outcome

GUESTS

Total and average party

NO-SHOWS

And cancellations

EMAILS COLLECTED

For follow-up

 Service

BUSIEST HOURS

Peak hour marked

SEAT SUGGESTIONS

Accepted or overridden

TOP GUESTS

The ten most frequent

CHANNELS

Where bookings start

 Feedback

RATINGS

Food, service, ambience

CLEANLINESS

Rated separately

LATEST REVIEWS

From post-visit messages

SAMPLE SIZE

Shown with every average

OPERATIONS

Your assistant. Bella's rules.

- 01

Connect the assistant

Managers link their own AI assistant to the venue with a secure sign-in.
- 02

Bella checks every request

Who is asking and what they may do comes from Bella, never from the assistant.
- 03

Big changes return to the app

Billing, staff roles and privacy actions continue in the dashboard.

✦ Assistant access • controlled

• MANAGER

SHOW TONIGHT'S RESERVATIONS	Answered
MOVE ALEX TO 21:00	Confirmed first
OFFER 21:00 TO THE WAITLIST	Confirmed first
DELETE A GUEST'S DATA	Refused without permission
INVITE JAMIE TO THE TEAM	Finished in the app

✓

Every request is logged and limited to one venue.

BUSINESS

From sign-up to the first call.

✓ Guided setup

• 3 TYPES

BUSINESS TYPE Restaurant, clinic, salon

SETUP PLAN One next step per section

READINESS What is missing, in plain words

GUESTS Imported from the old system

📞 Agent + Voice

VOICE Choose how Bella sounds

LANGUAGES The guest's own

ROUTING Agent, voicemail or menu

TEST Call Bella from the browser

🌐 Brand and control

DOMAIN Your own booking address

BRANDING Logo, colours, terms

PAYMENTS Cards, online

ACCESS Single sign-on, staff roles

INTEGRATIONS Connects to your tools

🏠 Groups run several locations from one account, with one guestbook across all of them.

BUSINESS

Priced per location, and by what it uses.

A venue pays for the place Bella takes in its operation, plus the calls and messages Bella handles.



Location plan

COVERS	Bookings, guests, insights
UNIT	One location
INCLUDES	Web chat, form, confirmations



Usage

COVERS	Voice minutes and messages
UNIT	Included volume, then usage
GROWS WITH	The calls Bella takes



Add-ons

EVENTS	Ticketing and door
GROWTH	Campaigns, locations
COMMERCE	Packages, memberships


 Features switch on per location, so a venue pays for what it runs.

Bella

Built for the booking. Designed for the business.

Restaurants, clinics and salons on one booking engine, in every language their guests speak. The best way to judge it is to hear it answer a call.

bella.to

Watch the film at bella.to/watch

• LIVE DEMONSTRATION

• PARTNERSHIP

• PRODUCT WALKTHROUGH