Competition: customer complaints and features

Sommelier IA — AI voice sommelier and WhatsApp concierge that recommends pairings, quotes, books and follows up with every customer of restaurants, chefs, wineries and wine shops.

Analysis by Menteia's research agent on October 28, 2026, based on public reviews (G2, Capterra, Trustpilot, app stores, forums, Mexican regulators CONDUSEF/PROFECO and press). Complaints are paraphrased and each theme cites its sources.

Competitors analyzed

- OpenTable · Global
- SevenRooms · Global
- Resy · Global
- TheFork · Global
- Tock · Global
- CoverManager · Local
- Slang.ai · Global
- Vivino · Global

Most frequent complaints and pain points

1. Per-cover fees that add up

Restaurants report per-booking or per-cover charges plus monthly fees that grow with volume; on TheFork, bookings from guests who already knew the venue are also charged, and Italy's FIPE association called its commission increases unjustified.

Frequency: High · *Competitors:* OpenTable, TheFork, Resy *Sources:* Capterra – OpenTable for Restaurants reviews · ProductReview.com.au – TheFork · Atlanta Magazine – restaurantes que dejan OpenTable

2. Long setup and learning curve

SevenRooms is described as having a lengthy setup and complex navigation; Tock floor plans, experiences and seasonal changes can take weeks per a competitor's account, and some Slang.ai users report a learning curve during setup.

Frequency: High · *Competitors:* SevenRooms, Tock, Slang.ai *Sources:* Perfect Venue – SevenRooms review · G2 – Tock reviews · G2 – Slang.ai reviews

3. Opaque pricing and long contracts

SevenRooms and CoverManager do not publish prices (demo/quote only) and some reviews call CoverManager expensive; one source (a biased Tock competitor) reports wineries locked into multi-year contracts without the promised booking lift.

Frequency: High · *Competitors:* SevenRooms, Tock, CoverManager *Sources:* Perfect Venue – SevenRooms review (precio solo por cotización) · CellarPass – quejas de salas de cata sobre Tock · Capterra – CoverManager reviews

4. Robotic voice AI that misses complex requests

Reviews of restaurant phone agents cite robotic or generic answers, trouble with regional accents and unusual requests, plus high pricing.

Frequency: High · *Competitors:* Slang.ai *Sources:* G2 – Slang.ai reviews · Perfect Venue – Slang.ai review · CloudTalk – Slang AI review

5. Generic experience, little brand identity

Profiles and flows are criticized for forcing a one-size-fits-all template that does not reflect the venue, and some reviews call the OpenTable and CoverManager interfaces dated.

Frequency: High · *Competitors:* Tock, OpenTable, CoverManager *Sources:* CellarPass – Tock y la plantilla única para vinícolas · Capterra – OpenTable reviews (interfaz anticuada) · Capterra – CoverManager reviews

6. Booking friction, no-shows and prepayments

Users report freezes and failures booking future dates on Resy, very short windows to flag no-shows on TheFork before charges apply, and guest annoyance at forced prepayments or card holds on Tock.

Frequency: High · *Competitors:* Resy, TheFork, Tock *Sources:* Capterra – Resy OS reviews · ProductReview.com.au – TheFork (plazo de no-show) · CellarPass – quejas de huéspedes al reservar en Tock

7. Pairing apps: paywalls and rating trust

Vivino users complain about features moved behind the subscription, intrusive ads and poor purchase experience, and press reports fake reviews the platform tries to remove. No independent evidence was found on the accuracy of its pairing recommendations.

Frequency: High · *Competitors:* Vivino *Sources:* Kimola – análisis de reseñas de Vivino en Google Play · VRT NWS (mar-2026) – fact-check sobre reseñas falsas en Vivino · ComplaintsBoard – Vivino

8. The business does not control its guest data

Press reports a fight over the guest book: platforms offer signing bonuses and give few specifics on data sharing; when a restaurant leaves it gets back little beyond contact details, not history or preferences.

Frequency: Medium · *Competitors:* OpenTable, Resy, SevenRooms *Sources:* Boston Globe (ago-2026) – guerra de plataformas de reservas · Hoodline (ago-2026) – disputa por los datos de comensales

9. Slow support with little industry knowledge

Tock's lowest Capterra sub-score is support, and staff are reported to lack tasting-room know-how; SevenRooms reviews describe uneven support and less attention on discounted plans.

Frequency: Medium · *Competitors:* Tock, SevenRooms *Sources:* Capterra – Tock reviews (soporte 2.3/5) · Software Advice – SevenRooms reviews

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Features: what we have and what we are missing

Feature	Status	Priority	Phase	Note
Metrics dashboard: conversations, quotes, bookings and attributed sales	Missing	High	Months 1–6	Still pending even for the showcase client; needed to prove value against per-cover platforms.
Deposits via payment link in WhatsApp	Missing	High	Months 1–6	Needed to close quoted events and reduce no-shows without the friction of forced prepayments.
Age verification for alcohol sales	Missing	High	Months 7–12	Prerequisite for selling wine digitally; listed as a risk in the plan.
Integration with reservation systems and POS	Missing	Medium	Months 7–12	Connect to OpenTable, SevenRooms, CoverManager or local POS (Fudo, Toteat) so the agent sees real availability and complements the tool the restaurant already uses.
Table management and real-time availability	Missing	Medium	Months 7–12	Table-stakes in every reservation competitor; for restaurants without their own system.
Wine catalog and sales over WhatsApp	Missing	Medium	Months 7–12	Planned in the roadmap (months 7–12) with a partner distributor; addresses the poor purchase experience of wine apps.
English-language service for tourist destinations	Missing	Medium	Months 19–24	Planned for months 19–24; relevant in Valle de Guadalupe and beach destinations.
Post-visit review requests and reputation	Missing	Low	Months 13–18	Common on reservation platforms; over WhatsApp it can be requested less intrusively than by email.
Guest data owned by the business, exportable	Partial	High	Months 1–6	The CRM runs on its own database (Supabase), but it still needs to be documented, shown and offer full export (history and preferences).
Multi-tenant template deployable in days	Partial	High	Months 1–6	It is the product promise, but today there is a single deployment; the roadmap turns it into a multi-tenant product in months 1–6.
Human handoff and complex-request handling	Partial	High	Months 1–6	How the agent hands the conversation to the chef or manager is not documented; key to avoid the complaint about agents failing on unusual cases.
Automatic WhatsApp confirmations and	Partial	High	Months 1–6	The agent follows up, but there is no evidence of scheduled pre-booking reminders;

Feature	Status	Priority	Phase	Note
reminders				competitors use them to cut no-shows.
Repurchase campaigns segmented by preferences	Partial	Medium	Months 13–18	The CRM records preferences and occasions; campaigns are on the months 13–18 roadmap.
24/7 WhatsApp concierge that quotes events and books	We have it	—	—	Live in the showcase client; no reservation competitor offers it natively over WhatsApp with event quoting.
Voice sommelier with pairing and brand tone	We have it	—	—	Addresses complaints about robotic/generic voice and experiences without brand identity.
Flat subscription with no per-cover fee	We have it	—	—	US$150–300/month plans; the only commission is optional, on attributed wine sales.

To the roadmap

Months 1–6

- **Guest data owned by the business, exportable** (partial, high): The CRM runs on its own database (Supabase), but it still needs to be documented, shown and offer full export (history and preferences).
- **Metrics dashboard: conversations, quotes, bookings and attributed sales** (missing, high): Still pending even for the showcase client; needed to prove value against per-cover platforms.
- **Multi-tenant template deployable in days** (partial, high): It is the product promise, but today there is a single deployment; the roadmap turns it into a multi-tenant product in months 1–6.
- **Human handoff and complex-request handling** (partial, high): How the agent hands the conversation to the chef or manager is not documented; key to avoid the complaint about agents failing on unusual cases.
- **Deposits via payment link in WhatsApp** (missing, high): Needed to close quoted events and reduce no-shows without the friction of forced prepayments.
- **Automatic WhatsApp confirmations and reminders** (partial, high): The agent follows up, but there is no evidence of scheduled pre-booking reminders; competitors use them to cut no-shows.

Months 7–12

- **Age verification for alcohol sales** (missing, high): Prerequisite for selling wine digitally; listed as a risk in the plan.
- **Integration with reservation systems and POS** (missing, medium): Connect to OpenTable, SevenRooms, CoverManager or local POS (Fudo, Toteat) so the agent sees real availability and complements the tool the restaurant already uses.
- **Table management and real-time availability** (missing, medium): Table-stakes in every reservation competitor; for restaurants without their own system.

- **Wine catalog and sales over WhatsApp** (missing, medium): Planned in the roadmap (months 7–12) with a partner distributor; addresses the poor purchase experience of wine apps.

Months 13–18

- **Repurchase campaigns segmented by preferences** (partial, medium): The CRM records preferences and occasions; campaigns are on the months 13–18 roadmap.
- **Post-visit review requests and reputation** (missing, low): Common on reservation platforms; over WhatsApp it can be requested less intrusively than by email.

Months 19–24

- **English-language service for tourist destinations** (missing, medium): Planned for months 19–24; relevant in Valle de Guadalupe and beach destinations.

Conclusion

The market complains about paying per cover, not owning its data and getting generic experiences or robotic voices; Sommelier IA addresses that with a flat subscription, native WhatsApp, brand-toned voice and wine expertise no reservation platform offers. Its biggest gap is operational: it still needs metrics proving results, deposit collection and integration with real table availability, and it currently relies on a single showcase client.