

## ServingIntel Launches Genesis: The First Al Platform Built for Senior Living

ServingIntel Announces National

Deployment of Genesis — The First Al

Four-Pillar Intelligence Platform Designed Exclusively for Senior Living.

OAKBROOK TERRACE, IL, UNITED STATES, November 13, 2025 /EINPresswire.com/ -- ServingIntel,



Genesis delivers real-time intelligence, emotional awareness, and operational clarity that senior living communities have needed for years. It is the beginning of a smarter era of care."

Lance Bell, CEO and Chief Artificial Intelligence Officer,
ServingIntel

a long-standing technology innovator in the senior living industry, today announced the national deployment of <u>Genesis</u>, the first four-pillar intelligence platform designed to unify dining, operations, and resident experience across senior living communities.

Revealed at the California Assisted Living Association (CALA) Elevate Conference, the Genesis Platform begins its rollout with six pilot communities across the United States, establishing the foundation for a 2026 expansion to 100 communities and a 2027 scale-up to more than 500 locations.

"Senior living needs a platform that understands both the heart and the complexity of community life," said Lance Bell, CEO and Chief Artificial Intelligence Officer at ServingIntel. "Genesis brings emotional intelligence, operational clarity, and real-time insight into one ecosystem designed for residents, staff, and leadership."

A Platform Designed for Today's Senior Living Landscape

Senior living operators face mounting pressure: rising labor costs, staffing shortages, increasing demand for personalization, and narrowing margins. Traditional systems offer fragmented data but lack the intelligence needed to support modern, hospitality-driven care.

The Genesis Platform addresses these challenges with a four-pillar intelligence architecture, each solving a critical aspect of community life:

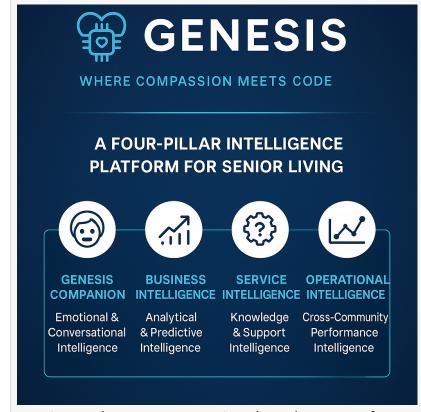
1. Genesis Companion — Emotional & Conversational Intelligence

Genesis Companion is the platform's warm, lifelike conversational interface. With natural dialogue, lip-syncing, and expressive animations, it engages residents and staff, tracks preferences, interprets tone, and predicts satisfaction trends before they surface in complaints.

2. Business Intelligence — Analytical & Predictive Intelligence

This pillar turns everyday questions into real-time insights using ServingIntel's natural-language text-to-SQL engine. Leaders can ask, "Which menu items drive the most satisfaction?" or "Show labor costs vs. census this quarter," and receive instant visual answers without waiting for reports.

3. Service Intelligence — Knowledge & Support Intelligence



ServingIntel Announces National Deployment of Genesis — The First Four-Pillar Intelligence Platform Built for Senior Living

A 24/7 operational assistant, Service Intelligence delivers instant answers by pulling from ServingIntel University and public documentation. From "How do I fix the kitchen printer?" to "How do I add a new item?", it reduces support tickets and accelerates staff training.

4. Operational Intelligence — Cross-Community Performance Intelligence

The newest layer analyzes trends, bottlenecks, and efficiency patterns across entire portfolios. Operational Intelligence connects sentiment, labor timing, menu performance, prep-station flow, and equipment issues into actionable recommendations. What one community learns can now benefit all.

"Completing the fourth pillar elevates Genesis from a product to a performance engine for the entire industry," Bell added.

Why Genesis Matters

The Genesis Platform strengthens every part of senior living operations—from dining quality to staffing stability to resident engagement. It is designed to meet current challenges while

preparing communities for the coming decade of demographic and financial pressure.

Projected early outcomes include:

- 20% reduction in dining-related complaints
- 12% increase in resident satisfaction
- 3.9× ROI in the first 90 days
- Up to 70% fewer hours spent on manual reporting
- Earlier detection of service slowdowns and dissatisfaction trends

Built on Microsoft Azure's HIPAA-aligned infrastructure, Genesis provides enterprise-grade security and reliable performance while scaling from a single location to national portfolios.

National Deployment Roadmap

ServingIntel is executing a structured, phased rollout:

- Phase 1 (Now-Q1 2026): Six pilot communities across diverse markets
- Phase 2 (Q2-Q4 2026): Expansion to 100 communities, strengthening predictive models
- Phase 3 (2027): Growth to 500 communities, unlocking full Operational Intelligence benchmarks
- Phase 4 (2028 and beyond): Nationwide deployment

Availability

Senior living organizations can now join the next wave of the Genesis rollout.

To schedule a demonstration or learn more, visit Al.ServingIntel.com or contact Solutions@ServingIntel.com.

☐ Watch the CALA Elevate reveal at: YouTube.com/@ServingIntel

**About ServingIntel** 

ServingIntel delivers technology solutions that connect dining, business intelligence, and artificial intelligence to elevate satisfaction, care, and profitability in senior living. With more than 25 years of experience, ServingIntel helps communities serve smarter and live better through technology built for people first.

Media Contact:

Arnel Belda Director of Marketing, ServingIntel Email: Solutions@ServingIntel.com

Phone: 888-477-7711

Tagline:

Genesis — Where Compassion Meets Code.

Lance Bell ServingIntel Inc +1 630-765-4137 email us here

Visit us on social media:

LinkedIn

Facebook

YouTube

Instagram

This press release can be viewed online at: https://www.einpresswire.com/article/867003765

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.