

MEDIA · PODCASTS · NEWS · SPEAKING

Farheen Dhanani

FOUNDER & CEO, BOOK WITH AI
CREATOR OF SANAA

Turning constant availability into an AI-powered front desk.

Farheen connects artificial intelligence with a deeply human question: how can independent professionals build a business without giving it every moment of their lives?

MEDIA CONTACT

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FOUNDER STORY

The problem came before the product.

Book With AI began with a frustration Farheen lived herself. Like many independent beauty professionals, she was not only providing a service - she was also carrying the entire front desk in her pocket.

There was always one more customer call, message, reschedule, cancellation or appointment note to handle. Answering during family time disrupted her personal life. Answering during a service could interrupt the client experience and conflict with safe sanitation practices. When she protected her time and stopped responding after hours, she found peace - but soon felt the financial cost.

That conflict became an assignment: build the affordable operational support she wished she had, then make it available to other professionals facing the same pressure.

QUICK FACTS

The essentials for producers and journalists.

FOUNDER Farheen Dhanani	**PUBLIC TITLE** Founder & CEO
COMPANY Book With AI	**AI RECEPTIONIST** SANAA - Smart Automated Network Assistant Agent
PERSPECTIVE Computer science, software development and licensed beauty professional	**RECOGNITION** DELTECH 2026 finalist for innovation in AI-powered beauty technology
PRIMARY FOCUS AI-powered operations and reception for independent beauty professionals	**WIDER OPPORTUNITY** A configurable, multilingual AI receptionist layer for service businesses and software platforms

BOOK WITH AI + SANAA

An operating system and an AI-powered front desk.

Book With AI is an AI-powered operating system for beauty professionals. It brings bookings, clients, staff, payments and daily operations into one connected platform designed for solo providers, booth renters, salon suites and growing teams.

SANAA is the multilingual AI receptionist inside that vision. SANAA can answer customer calls, detect and switch languages, book appointments, reschedule visits, handle cancellations, answer business questions and recommend relevant services just like a capable live receptionist.

Always available

Customers can receive immediate help even while the professional is working, with family or away.

Multilingual by design

SANAA detects the customer's language and continues the conversation in that language.

Built to take action

Calls can lead directly to bookings, reschedules, cancellations and useful front-desk updates.

Relevant recommendations

SANAA can suggest appropriate services and support natural upselling within the conversation.

B2B OPPORTUNITY

A modular receptionist layer for established platforms.

Farheen deliberately designed SANAA as a configurable layer that other technology businesses can explore adding to products their customers already use. The opportunity extends beyond beauty to ConstructionTech, FinTech, LegalTech, HealthTech, PropTech, hospitality, field-service management, home services, appointment platforms, CRM systems, vertical SaaS, franchises and multi-location operations.

SANAA can be configured around a company's approved information, customer requirements, workflows, escalation paths, status updates and industry-specific actions without requiring the platform to rebuild conversational AI from scratch.

INTERVIEW ANGLES

Stories with a clear human and business consequence.

01 The hidden cost of being your own receptionist	02 When protecting personal time hurts the bank account
03 Why small businesses deserve enterprise-level AI support	04 The call a service professional cannot safely answer
05 From salon frustration to a modular AI receptionist	06 Can an AI receptionist create a better customer experience?
07 AI and the future of work-life boundaries	08 What AI should handle - and when a person should take over
09 Why voice AI may become the next layer of vertical SaaS	10 Building technology from lived experience

TOPICS

Conversations Farheen can lead.

AI receptionists and voice AI · Women in AI and technology · AI for independent businesses · Beauty technology · Multilingual customer experiences · Front-desk automation · Missed-call revenue · AI-assisted recommendations · Work-life boundaries · Founder-led product development · Vertical SaaS integrations · B2B AI partnerships · Responsible escalation and trust · The future of service businesses

SUGGESTED QUESTIONS

A conversation that moves beyond the product pitch.

1. What happened when you stopped answering business calls after working hours?

2. What made you realize this was a wider problem rather than a personal inconvenience?

3. Why are independent professionals underserved by existing business technology?

4. What can SANAA do during a customer call?

5. How does SANAA detect and change languages?

6. How can an AI receptionist recommend services without making the conversation feel forced?

7. How do you decide what SANAA should answer and what should reach a person?

8. Why did you design SANAA as a modular layer?

9. Which industries could use this technology beyond beauty?

10. What should work and personal life look like for the next generation of independent professionals?

APPROVED BIOGRAPHIES

Introductions for different formats.

SHORT INTRODUCTION

Farheen Dhanani is the Founder & CEO of Book With AI and the creator of SANAA, a multilingual AI receptionist designed to help independent professionals answer customers, manage appointments and protect more of their personal time.

MEDIUM BIOGRAPHY

Farheen Dhanani is the Founder & CEO of Book With AI, an AI-powered operating system for beauty professionals, and the creator of SANAA, its multilingual AI receptionist. Drawing from her background in computer science, software development and the beauty industry, Farheen is building the operational support she once needed herself. Her work focuses on giving independent professionals access to intelligent reception, scheduling and customer support without requiring an enterprise budget.

FULL BIOGRAPHY

Farheen Dhanani founded Book With AI after experiencing the conflict between protecting her personal time and remaining constantly available to customers. When she stopped answering business calls, texts and messages outside work, she found greater peace - but also saw the financial cost. With experience in computer science, software development and beauty, she turned that frustration into Book With AI + SANAA. Book With AI connects the daily operation of a beauty business, while SANAA answers calls, detects and switches languages, answers questions, manages appointments and can recommend relevant services. Farheen also designed SANAA as a modular layer that other technology platforms can explore adding to the products their customers already use.

MEDIA INQUIRIES

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