

How Skinful Tattoo Removal **MASTERED SEAMLESS ON-THE-GO GUEST COMMUNICATIONS**

to secure 82% show rates with ezConnect

The Challenge

With a clientele of mainly busy professionals and entrepreneurs, guests have limited time to connect with the medspa between meetings or during their commute. Without a messaging solution the entire team could access, staff struggled to respond promptly and effectively enough to provide the level of service they want for their guests.

The Solution

ezConnect's 2-way messaging lets the team keep in touch with guests on the go and has increased their responsiveness with its time-saving features. With ezConnect accessible on iPhones, Macs, and iPads throughout the practice, the entire team can closely monitor messages to ensure the relevant person responds at every stage of the guest journey.

- Reduce no-shows with reminder texts and notifications
- Respond faster using templates in Saved Responses
- Reply to every message from one platform by linking social media accounts

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We have an 82% show rate, and a lot of that is due to ezConnect. Sending reminder texts and notifications is essential and one of the most important things we do to reduce no-shows. Being able to automate most of that process also saves a lot of time in payroll hours.

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-Ryan Coleman

Owner, Skinful Tattoo Removal



Results:

One unified platform

Increased team collaboration

30+ hours saved monthly with Saved Templates