

How VIO Med Spa

REDUCED NO-SHOWS BY 35%

and elevated guest communications with ezConnect

The Challenge

The growing franchise needed a robust messaging solution to streamline communications and help manage cancellations and no-shows. As staff couldn't see all messages exchanged, they struggled with guests claiming they never received text reminders.

The brand's previous texting system also lacked customizations and a way to respond to messages outside of business hours.

The Solution

By switching to ezConnect, the brand was able to streamline communications and gain access to full message history with guests. They can now effortlessly see all transactional messages exchanged, including reminder texts, to make handling cancellations and no-shows much easier.

- Provide a touchpoint for guests with automated responses outside of business hours
- Text guests directly from the Zenoti platform with seamless integration
- Respond to guests faster with templates in Saved Responses

“ We love ezConnect's robust texting capability and access to guests' full conversation history. It's been very valuable in managing cancellations and no-shows, and the automated responses outside of business hours have been a great touch point for our guests. **”**

-Nicole Acosta
Technology Specialist,
VIO Med Spa



Results:

35%
reduction
in no-shows*

45+
hours saved
monthly
with Saved
Templates

24/7
guest
engagement

*May 2022 - September 2022