

How Skin Sense Spa **BROUGHT BACK 100+ LOST GUESTS**

by transforming communications with ezConnect

The Challenge

Without an efficient and engaging way to communicate with their guests, Skin Sense was facing:

- Trouble retaining guests.
- Low guest engagement as email had extremely low open rates.
- Too much time spent on calling guests and following up.
- No way to quickly reach guests in unforeseen circumstances or emergencies.

The Solution

ezConnect's 2-way texting platform and its easy-to-use features has helped Skin Sense to:

- Recover 100+ lost guests in 2 months.
- Reduce no-shows by 72% with automated appointment confirmations and reminders.
- Save 90+ hours of staff time with automated responses and follow-ups.
- Easily reach guests about short notice changes when they can't be reached by phone.

“

The SMS piece is vital for us and has really helped us get back clients we'd lost over the years. It's also significantly reduced our no-shows as we can send appointment reminders and notifications, then reschedule accordingly.

”

- Angela Padgett,
President, Skin Sense



Results:

100+

guests engaged with texts and rebooked appointments

72%

reduction in no-shows

90+

hours saved with automated responses and follow-ups

**Over 2-month period*