

DOUGLAS J SALON GROWS 2-WAY MESSAGES BY 624% WITH SIMPLIFIED

“ I was already overjoyed with the impact of Zenoti Connect on the business, but when COVID-19 hit I really felt grateful to have Zenoti as a partner. The team would not have been able to manually handle the huge increase in texts and continue to deliver the high-quality service and communication our guests deserve, especially at a time when this is valued even more than ever. Thank you Zenoti!” ”

Isabel Steward

Director of Guest Services and Operational Support

The Challenge

Douglas J Salon's reliance on purchasing SMS credits to message and connect with guests was damaging business profits. The brand needed a cost-effective solution that would enable them to text customers at a significantly lower cost, particularly when COVID-19 caused an increase in SMS communications.

The Solution

ezConnect empowers Douglas J Salon to save money and elevate the guest experience. The centralized system eases pressure on the front desk by allowing several employees to monitor and respond to messages. Automatic appointment reminders and confirmations free the team to focus on engaging in meaningful conversations.

Communicate with guests via text

Reduce no-shows and cancellations

Ensure guests receive a response out of hours



For more success visit **Simplified.io** or contact your representative

Results

624%

month-over-month growth in 2-way messages Feb. - Mar. 2020

689%

year-over-year growth in 2-way messaging*

*based on average data Mar-Dec 2019 V 2020.