

# SKIN LAUNDRY STREAMLINES COMMUNICATIONS WITH SIMPLIFIED

“Everybody loves ezConnect, it's one of our favorite products. It's super easy, super helpful and allows customers to independently communicate with the provider they love. It saves the phone call that the front desk doesn't have time for, especially post-COVID as our team is a lot leaner and more service focused.”

**Nichole Blatt**  
Global Communications Manager

## The Challenge

Skin Laundry was using multiple communications systems to fulfil different business needs, which was confusing, time-consuming and inefficient for their medical staff. It was also making it difficult to map the customer journey between team members and clinics and ensure all relevant parties had the necessary visibility.

## The Solution

The team now provides an elevated customer experience as staff can access the platform from the clinic computer or iPads and avoid using their phone in front of guests. ezConnect ensures guests receive quick responses by automatically processing appointment reminders and confirmations and allows Skin Laundry to focus on in-clinic conversations.

Streamline training & onboarding

Increase customer journey visibility

Boost accountability and team coordination

Improve internal and cross-location communications



For more success visit  
**Simplified.io**  
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## Results

One central platform

24/7 customer engagement

Countless hours saved from improved efficiency

Increased team collaboration