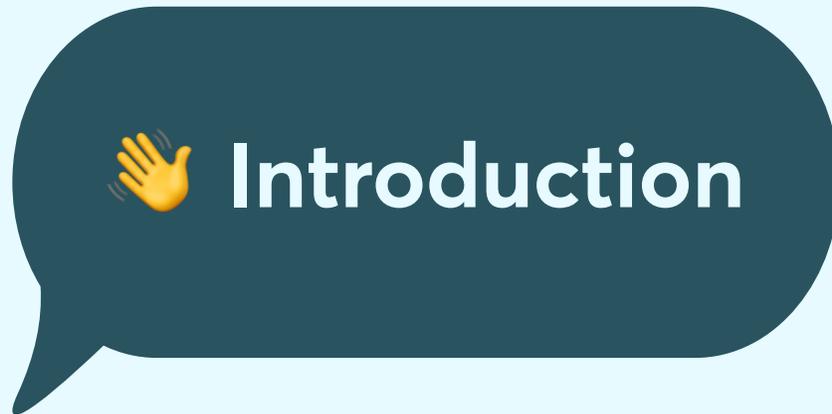


# **Streamline Your Beauty or Wellness Business with Messenger<sup>[ai]</sup>**

The ultimate guide to simplifying your business and giving clients the best experience, from "Hello" to "See you next time!"



As a salon, spa, or wellness business owner, you know your clients come to you to reduce stress and leave feeling refreshed and rejuvenated. Whether they visit your business for 30 minutes or 3 hours, clients make appointments with you and your team to escape the complications of everyday life. So why not expand that feeling of ease and contentment all the way from booking to post-visit?

With Messenger<sup>[ai]</sup>, Mindbody's AI receptionist, you can. Messenger<sup>[ai]</sup> lets you reimagine how you run your salon, spa, or wellness business by removing inefficiencies and allowing your staff to focus on what they do best: providing superior in-person services that keep clients coming back.

Make bookings, follow-ups, and all the client communication in between a breeze with Messenger<sup>[ai]</sup>—the ultimate tool for making your wellness business the least complicated part of anyone's day.



**Never let your clients see you sweat** 😓

Being busy can be a great thing—until it gets in the way of growing your business. Whether you're in the middle of laminating brows to perfection or on the phone with a customer curious about your latest facial package promo, missing a phone call can happen. And you aren't alone!

Businesses miss 25% of all calls<sup>1</sup>, half of which are during business hours—but an astounding 85% of people who call your business and don't reach you will never call back.<sup>2</sup> Yikes!

Don't let missed calls turn into missed opportunities. Let Mindbody's Messenger<sup>[ai]</sup> automatically follow up with callers via text to help them out.

### Pro Tip:

Showcase your text-enabled number clearly on your website and social media to encourage people to engage with your business in a simple, streamlined way.

1. Data from Messenger<sup>[ai]</sup> customers January 2019 through December 2019.

2. Miruna Mitranescu, *Missed Calls: The Real Impact on Your Business* (aircall).

# Messenger<sup>[ai]</sup> is your 24/7 front desk employee and booking best friend 🥰

No one wants to play phone tag, and customers view phone calls as an old-school form of communication—texting is most people's preferred method of communication these days. Did you know that **89% of customers want to text your salon, spa, or wellness business?**<sup>3</sup> On top of that, clients spend more time chatting through messaging apps than they do on social media platforms when they're on their phone.

Satisfy your clients' desires to communicate effortlessly and on their terms by integrating Messenger<sup>[ai]</sup> into your business.



3. Sophie Asher, *How Consumers Use Messaging Today* (twilio).



### Missed a call?

Messenger<sup>[ai]</sup> automatically follows up with the caller over text to answer their questions, book them into a class or service, and much more.



Phone Call

Hi there, sorry we missed your call. How can we help you?

Hi! Can I book an appointment next Wednesday at 5 PM?

Yes, Allison is available. You only have one service remaining in your current package. Would you like to purchase additional services?

Yes! That would be great.



### Open appointment slots?

Use Messenger<sup>[ai]</sup> to reach out to clients to see if they want to come in.



### Customer needs to reschedule a service?

They can easily text Messenger<sup>[ai]</sup> to change their appointment time.



### Want to build better relationships with clients?

Your staff can text clients directly—without using their personal number—to send reminders, get feedback, and form deeper customer connections.



### Have revised business hours, class offerings, or pricing?

Provide instant updates by using Messenger<sup>[ai]</sup> to send a broadcast to multiple clients in a single click.

# 5 ways

to use AI to connect with clients between visits



# 01



## Check in before customers' first appointments

Whether it's their first visit to a salon or spa or the first time coming to your business or location, make them feel welcome before they even come in the door. Reach out to let clients know what to expect and answer questions they may have.



We are excited for your appointment next week with us at Luna Wellness Center. To prepare for your first visit please arrive 15 minutes early and check in with our front desk staff. Let us know if you have any questions in the meantime.

Sounds good, thank you!

# 02



## Follow up with friendliness

Thank your clients for coming in and ask how their experience was. This is a great way to solicit feedback and help them set up their next appointment.

# 03



## Provide product info and recs

Does your biz sell merchandise? Let your customers know what you have in-store. Plus, send them reminders of products used in their most recent appointment and tips on how to use them at home.

# 04



## Send snapshots of exciting promos

Promote special events, new services, holiday specials, staff highlights, and more by texting clients images, PDFs, and docs.

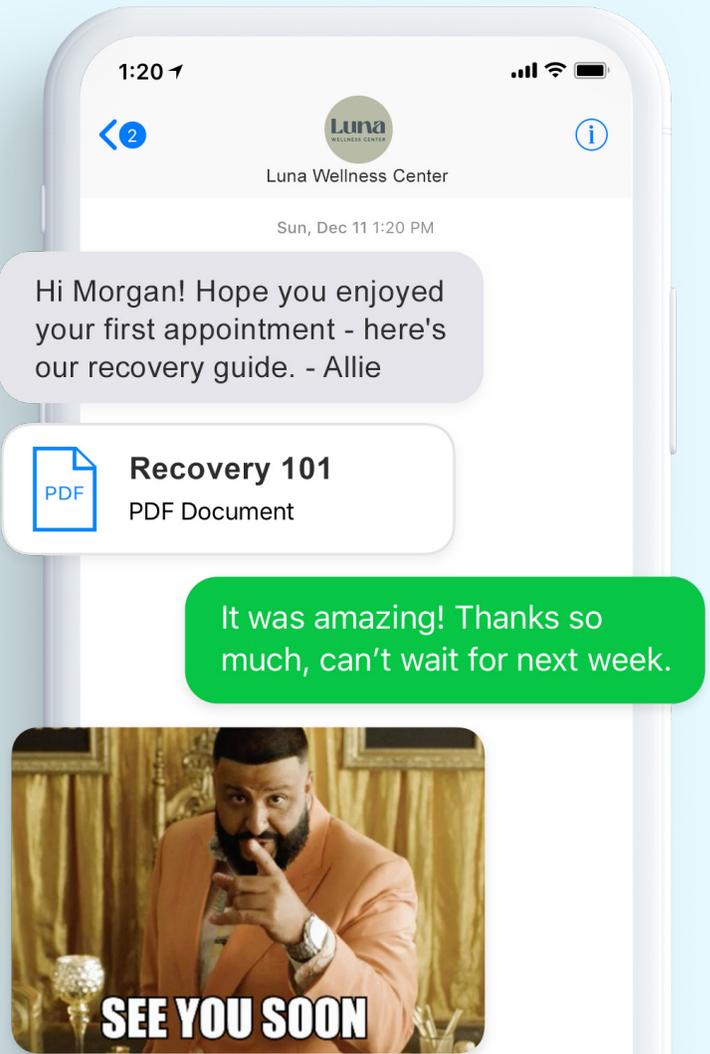


# 05



## Keep things real and relaxed

Don't stress out customers with message overload. Use this channel to add value while keeping things personalized, authentic, and fun. Don't forget the GIFs and emojis to bring your brand voice to life!



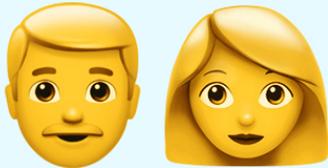
# Hack the hassle of converting new leads

You want to turn each client that steps foot into your salon, spa, or wellness business—or connects with you online or over the phone—into a loyal customer. With Messenger<sup>[ai]</sup>, you can transform your sales process while freeing up your staff to flourish. **How?**



## Right message, right time

Messenger<sup>[ai]</sup> lets you send automated, personalized follow-up texts to check in and stay in touch with each new visitor who checks out your business.



## Personalized profiles

Get an at-a-glance view of your customers' profiles while you chat with them. You can see what services they've booked in the past and any upcoming appointments they have. Plus, you can keep tabs on whether they've purchased a package or membership.



## Smooth selling

Provide a frictionless buying experience that simplifies checking out for clients and staff. Instead of sending customers to your website to pay for purchases, you can request payments for appointments or memberships directly through text using Messenger<sup>[ai]</sup>'s seamless checkout.

# Never miss a call— or customer—again

We see you: You're booked and busy, balancing providing superior service to in-person clients while hustling to grow a loyal customer base.

Let Messenger<sup>[ai]</sup> simplify your to-do list with:

## Webchat

Respond to visitors 24/7 on your digital store front.

## Sales Automation

Automatically sell packages and memberships over text.

## Conversational Booking

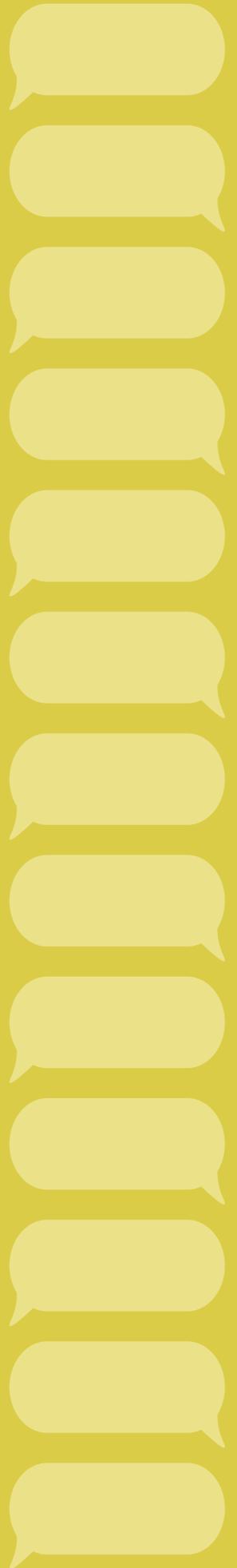
Sync with your software for appointments.

## Missed Call Text

Let AI handle phone calls while you're away or busy.

## FAQs

Program AI to answer your business's most asked questions.



## Messenger<sup>[ai]</sup>

Freedom and peace of mind let you focus on what matters. To see first-hand how Messenger<sup>[ai]</sup> can support your business, [schedule a demo today.](#)

