

## Average Ticket Value increases 21% with Self-Service Features

### The Problem

LashBar is a growing, membership-based franchise brand that invests in staying current with the latest advances and technology for eyelash extensions and lash lifting. They recognized they were missing revenue as a result of outdated salon software and technology. Their previous software limited their digital brand presence and lacked cutting-edge, self-service capabilities that 'Make Beauty Simple' for their clients and that are expected by today's modern consumers. Additionally, member experiences and management were inconsistent, resulting from lack of flexibility and complexity of offerings not only by location, but also by the lash stylist's skill level.

### The Solution

Through a partnership with Zenoti, LashBar modernized their self-services features including a branded webstore for online booking, retail and gift card sales as well as a branded customized customer mobile app. LashBar clients can now book and pay on the go from their mobile their mobile devices while location owners realize increased profitability with robust self-service features. LashBar's membership management has been streamlined and now reflects rich membership programs that are easy to manage and offer great flexibility for their clients.

#### Online Booking

- Meets complex scheduling requirements with a four-click solution.
- Increases number of repeat visits per year.
- Offers membership and provider-specific pricing for clients.

#### Customer Mobile App

- Extends brand experience with customization and personalization from home screen to button text and layout.

- Increases client spend per booking.
- Seamlessly integrates with Zenoti features while reducing contact points for clients and staff.

#### Membership Management

- Create membership programs with multiple combinations through system automation and minimal staff training.
- Provide multiple membership program and payment options to choose from to build brand loyalty while generating predictable revenue.



### Results



40%

booking rate



21%

increase in average ticket value



\$42,808

additional revenue generated

### About the Brand

Founded in 2016 by Joseph and Lina Mai, LashBar curates the ultimate luxury experience for eyelash extensions and keratin lash lifts. Equipped with the highest quality resources, most of LashBar's products are developed in-house, including their designer LashBar eyelash extensions and after care. Their industry expertise, combined with in-house lash stylist training in the latest advances and techniques, ensures their clients and franchisees leave feeling confident and complete.