

Manual Workload Decreases by 81% with Scheduling Automation

The Problem

Be You Medical sought to streamline and automate their booking and messaging process in order to ease the burden on their team and free up time to focus on services and patient care. They were using a messaging platform to communicate with clients, book appointments and send marketing campaigns. This was proving to be a large burden on their team as they were sending between 10,000-15,000 messages every month with a response time target of 40 minutes, even on weekends!

The Solution

In order to streamline Be You Medical's entire scheduling workflow, Zenoti recommended a multi-dimensional approach. Implementing Zenoti Webstore automates the booking process, empowering guests to book online and receive a confirmation email and link to relevant treatment forms to complete ahead of the appointment. Zenoti Connect enables easy 2-way text messaging between guests and providers as well as automatic sending of pre & post-care instructions, and appointment notifications.

Zenoti Webstore

- Provides 24/7 online booking capabilities
- Maximizes appointment bookings
- Increases number of repeat visits per year

Zenoti Connect

- Enables engagement with guests via text
- Reduces no-shows and cancellations
- Ensures guests receive a response out of hours with auto-reply



Results

**over 3-month period post implementation.*



81%

decrease in scheduling workload for staff



44%

booking rate through the Webstore/CMA



10,000 less texts each month

"Our clients love the new online booking system and the freedom to be able to book appointments without interaction. They also like being able to fill in forms and check their guest profile on the webstore for a history of their services. Overall, we couldn't be happier with the solutions Zenoti provided!"

- Trisha Huff,

Manager

About the Brand

Be You Medical is a top 10 national Allergan medical spa in California and serves customers in the greater Sacramento and Bay Area. Their goal is to help clients enhance their natural beauty, so they can look great, feel great, and do great things. They offer an assortment of convenient and affordable medical aesthetics services, ranging from Botox to fillers and Body Sculpting.