

## Douglas J seamlessly manages 624% growth in 2-way SMS messaging post-COVID

### The Problem

Douglas J had established an effective SMS communications channel with their guests which enabled them to stay connected and nurture their relationships. However, their reliance on SMS credit purchasing was resulting in high costs for the business which were damaging profits. They needed a cost-effective solution that would enable them to text customers at a significantly lower cost.

### The Solution

Zenoti Connect empowered Douglas J Salon to not only save money but to elevate the guest experience at the same time. It offers a centralized system that stores contact details and messaging history and can be accessed by multiple different users. This means that several employees can monitor and respond to messages, easing the pressure on the front desk. Through automatic processing of appointment reminders and confirmations and the creation of custom scripted responses, the Douglas J team's time was freed up to focus on engaging in meaningful conversations.

### Zenoti Connect

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





### Post-COVID Impact

Douglas J Salon implemented Zenoti Connect in March 2019 and immediately witnessed impressive results but proved to be even more beneficial when COVID-19 hit. In March 2020, the number of 2-way messages jumped exponentially to 4,600 and things didn't slow down! Having Zenoti Connect already implemented enabled the brand to react quickly to the uncertainty surrounding the pandemic and remain in touch with their customers at a very critical time.

### Results

*\*based on average data Mar-Dec 2019 v 2020.*

 **624%** month-over-month growth in 2-way messages

 **689%** year-over-year growth in 2-way messaging\*

*"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

### About the Brand

Douglas J Salon has been providing personalized, high-quality services to their clients for over 53 years across the United States. The brand delivers a wellness, self-care experience that makes customers feel at home the second they step through the door and leaves them with a long-lasting "just got back from the salon" feeling.