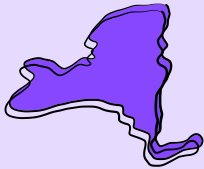


CASE STUDY

# Takamichi Hair + Messenger<sup>[ai]</sup>

# About the Business



*Location: New York City, NY*



*Industry: Salon*



*Number of Locations: 1*

## How Takamichi Hair Turned Missed Calls into a Full Appointment Book

Maintaining a personal touch has always been the Takamichi Hair philosophy.

In the booth, the New York salon uses the lifestyle and personality of the customer to tailor each haircut. This focus on the customer experience extends to the phone when a customer calls into the salon.

But what happens when stylists are busy, and the front desk is closed?

How are customers going to get the same personal touch that they expect?

# The Problem

## Missed calls means missed customers

One look at Takamichi Hair's Lower East Side salon space shows that it is on the cutting edge. Crisp, clean, and modern, their luminous white space is both inviting and contemporary. Customers come to Takamichi Hair for the personal touch that the salon offers, and they always return because of the amazing customer service.

To keep this philosophy alive, stylists wear many hats: answering phones, checking in with clients, and delivering excellent customer service. This doesn't come without a cost, especially on busy days.

Colorist Jackie Fusco knows the struggle of balancing customer experience and dealing with phone calls and scheduling.

"If you are trying to take care of a client, you're having

a great conversation with them and the phone is ringing, and it's ringing, and it's ringing. You don't really want to have to worry about stopping what you're doing and cutting off somebody mid-conversation, mid-transaction."

For Takamichi Hair, a missed phone call means a missed appointment, as often clients don't leave voicemails. So, stylists were left with a choice: put the customer first and lose appointments or drop everything to answer the phone and damage the in-salon client experience.

**"If you are trying to take care of a client, you're having a great conversation with them and the phone is ringing, and it's ringing, and it's ringing. You don't really want to have to worry about stopping what you're doing and cutting off somebody mid-conversation, mid-transaction." – Jackie Fusco, Colorist**

# The Solution

## Messenger<sup>[ai]</sup> answers 24/7

Takamachi Hair realized that there may be another option. The salon brought Messenger<sup>[ai]</sup>, an artificial intelligence-powered receptionist, into the studio to help manage the details so stylists could focus on clients. With Messenger<sup>[ai]</sup>, the salon can put customers first instead of the phone, delivering the personal touch that they are known for without the stress of balancing logistics.

Messenger<sup>[ai]</sup> does all the work when stylists are busy with customers. It books appointments and answers questions via text, reaches out to clients after their haircuts, and keeps the conversation going.

Takamichi Hair co-founder Marie Saeki recognized a strong advantage the business now had with Messenger<sup>[ai]</sup> behind the counter. "All of our clients love Messenger<sup>[ai]</sup> because there is a freedom to book an

appointment whenever they want, wherever they are," she says. "Even if it's midnight, 2:00 in the morning, they can still book for the next day."

Messenger<sup>[ai]</sup> also allows stylists to easily communicate with customers through text without using their personal number. If a customer asks a question that Messenger<sup>[ai]</sup> can't answer, the query is automatically forwarded to the stylist. They can then manually text a personalized response, preserving the human touch while keeping the salon running efficiently and smoothly.

**"All of our clients love Messenger<sup>[ai]</sup> because there is a freedom to book an appointment whenever they want, wherever they are."**

**—Marie Saeki  
Takamichi Hair Co-Founder**

# The Results

## More appointments, more time

Thanks to Messenger<sup>[ai]</sup> and Mindbody, Takamichi Hair has more appointments and more time to focus on the customer. After bringing in Messenger<sup>[ai]</sup>, Takamichi gained 11 new clients in September 2018, growing the customer base while reducing stress on employees.

For Jackie Fusco, bringing Messenger<sup>[ai]</sup> into the studio has absolutely been a relief. "Out of the last 928 messages that we received, only six of them needed human intervention. I only needed to step in and help six people out of 928 messages. If that's not a timesaver, then what is?"

With Messenger<sup>[ai]</sup> backing up Takamichi's staff, stylists became free to focus on the needs of their clients. While Takamichi, Jackie, and Marie work with customers, Messenger<sup>[ai]</sup> makes sure that the books are full and that their clients are taken care of well after they leave.

If you are having trouble balancing your customers and your phones, Messenger<sup>[ai]</sup>'s innovative AI can help you get back to basics. Let the bot cover your front desk and help your stylists concentrate on what matters most: the customer experience.

22

*Number of bookings from unanswered calls in September 2018*

95%

*Percentage of conversations handled automatically in July 2019*

11

*New client bookings in September 2018*

**"Out of the last 928 messages that we received, only six of them needed human intervention. I only needed to step in and help six people out of 928 messages. If that's not a timesaver, then what is?"**

**–Jackie Fusco, Colorist**

# Short Summary

Takamichi Hair in New York, New York, is a trendsetter in the beauty industry, so it's no surprise it was an early adopter of artificial intelligence for the salon and signed on to use Messenger<sup>[ai]</sup>.

Since onboarding the virtual receptionist, the salon has seen additional bookings and revenue through Messenger<sup>[ai]</sup>.

With Messenger<sup>[ai]</sup> on board, the salon can focus on the in-salon customer experience instead of playing phone tag with potential customers, helping keep the salons' appointment book full.

**22**

*Number of bookings  
from unanswered calls in  
September 2018*

**5%**

*Percentage of  
conversations needed  
a human in July 2019*

**\$8,815**

*Revenue earned through  
Messenger<sup>[ai]</sup> in September 2018*