Minimize Contact While Maximizing Revenue

Messenger[ai]

The low-touch journey

When you run a salon, spa, or wellness business, you're in a high-touch business. You offer services that you and your team can't give from six feet away (that's not a haircut anyone wants). You want to be able to see clients while keeping them as safe as possible, though. How can you do this? Reduce unnecessary contact.

You've probably noticed some inefficiencies in how your business runs over the years, too. While you might have had other priorities, you can't afford to ignore them anymore. With a major constraint on the number of clients you can now see, it's time to reimagine how your salon, spa, or wellness business runs.

Let your staff focus on what they're best at and let Messenger[ai], Mindbody's AI receptionist, do the rest.

Here's how Messenger[ai] can maximize your revenue while minimizing contact (and inefficiencies) through the entire client experience. With Messenger[ai], you can have a low-touch journey.

Booking

The walk-in is dead. Gone are the days when your business could fit in someone who just ambled into your salon, spa, or wellness business. With capacity constraints and social distancing in place, you need to stick to a plan, and that means making it as easy as possible for your clients to book appointments in advance.

Messenger[ai] is your 24/7 front desk employee and booking extraordinaire.

- Missed a call? Messenger[ai] automatically follows up with the caller over text to see if they need to schedule an appointment.

- Open time slots on your calendar? Use Messenger[ai] to reach out to clients you haven't seen in a bit to see if they want to come in and fill the openings.

- Need a client to come in a little earlier or later? Use Messenger[ai] to ask clients quickly over text.

- Client missed an appointment? They can easily text Messenger[ai] to reschedule.

- Need to update clients on your reopening waitlist? Broadcast a text message to clients with a single click.

- Have a page on your website dedicated to COVID-19 updates? Messenger[ai] can send this link when customers reach out to book.

- Have revised business hours, service menu, or pricing? Messenger[ai] can let your clients know before they book.

No more talking to the front desk before a service.
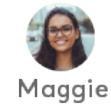
Maggie

📞 **Phone Call**

> Hi there, sorry we missed your call. How can we help you? **[ai]**

Hi! Can I book a hot yoga class with Adrian tomorrow?

> Sure! Looks like Adrian is teaching at 4pm Tuesday November 13. Does that work?

Yep, that's perfect.

> Great! You're out of sessions. Would you like to buy another 5 class pack?

That sounds great actually!

BOOKING	PREVISIT	CHECK-IN	CHECKOUT	POST VISIT

Previsit

Things are a little different now. It's important that you communicate what's changed and let clients know exactly how you plan to keep them safe. Make it easy for clients to take care of any forms before they even arrive.

Messenger[ai] can make your clients feel more comfortable coming to your business in a post-COVID-19 world.

For example:

- Clients have questions about what's changed at your business? Load Frequently Asked Questions so Messenger[ai] can answer them.

- Need to share new protocols with clients (anything from waiting in their car to bringing a mask)? Have Messenger[ai] message clients before they come in for their appointment.

- Want to remind clients to fill out necessary paperwork? Have Messenger[ai] text a follow-up with a link to any necessary client forms.

No more handling a shared clipboard or iPad for something clients can do before they arrive.

Send Confirmation Texts 🔗

Send appointment reminders/confirmation texts, ie. "You have an appt, text C to confirm"

Appointment Confirmation Text 🔗

Once a client confirms their appointment via text, send them this message. You can use this to let clients know if they need to do anything prior to their appointment.

💡 **Example Message:** "Please make sure you don't tan for 24 hours before your appointment. See you soon!"

Hello gorgeous! We're excited for your upcoming appointment. Your safety is our top priority. We've kept our space squeaky clean while you've been away. For more information on our new protocols visit our FAQ page at teatreewellness.com/safety

Time to Send Confirmation Text 🔗

This is the time to send confirmation texts to your clients.

9:30am

Check-in

Ditch the waiting room. No longer do you want customers sitting in a common area before their appointments (especially when you're limited in capacity).

Messenger[ai] can make your check-in process safer.

All via text, have clients notify you when they're outside and let them know precisely when you're ready for them.

By simply texting "I'm here," clients set things in motion. Messenger[ai] automatically checks in the client in your software's calendar, starts a live chat in the Messenger[ai] portal, and even texts the staff member assigned to the service to notify them of the client's arrival.

No more common waiting area.
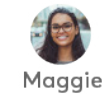
Maggie

Hi, I'm here!

Hi, I'm here!

Got it! I've checked you in and let the staff know you arrived. [ai]

👍

Hey Maggie! We're ready for you to come in! 😃
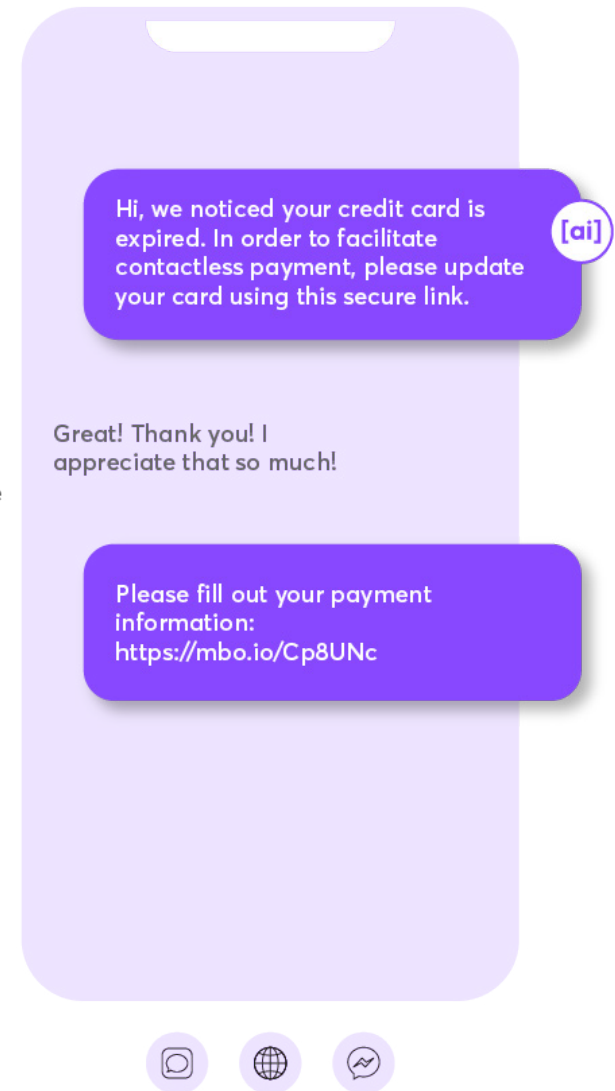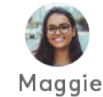
Please wait here

Hi, I'm here!

Checkout

Make paying contactless—and easy. It's one less thing for you, your staff, and your clients to worry about.

Messenger[ai] captures payment info safely and securely.

With Messenger[ai], clients can provide credit card information for both services and products via text.

Plus, if you have outdated credit card information or don't have a card on file, Messenger[ai] can easily capture new credit card information so you can charge them later through your business software.

No more passing credit cards back and forth at the front desk.

Hi, we noticed your credit card is expired. In order to facilitate contactless payment, please update your card using this secure link.

[ai]

Great! Thank you! I appreciate that so much!

Maggie

Please fill out your payment information: https://mbo.io/Cp8UNc

BOOKING • • • • • • • • • • • • • PREVISIT • • • • • • • • • • • • CHECK-IN • • • • • • • • • • • • CHECKOUT   POST VISIT
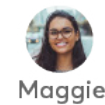
Post visit

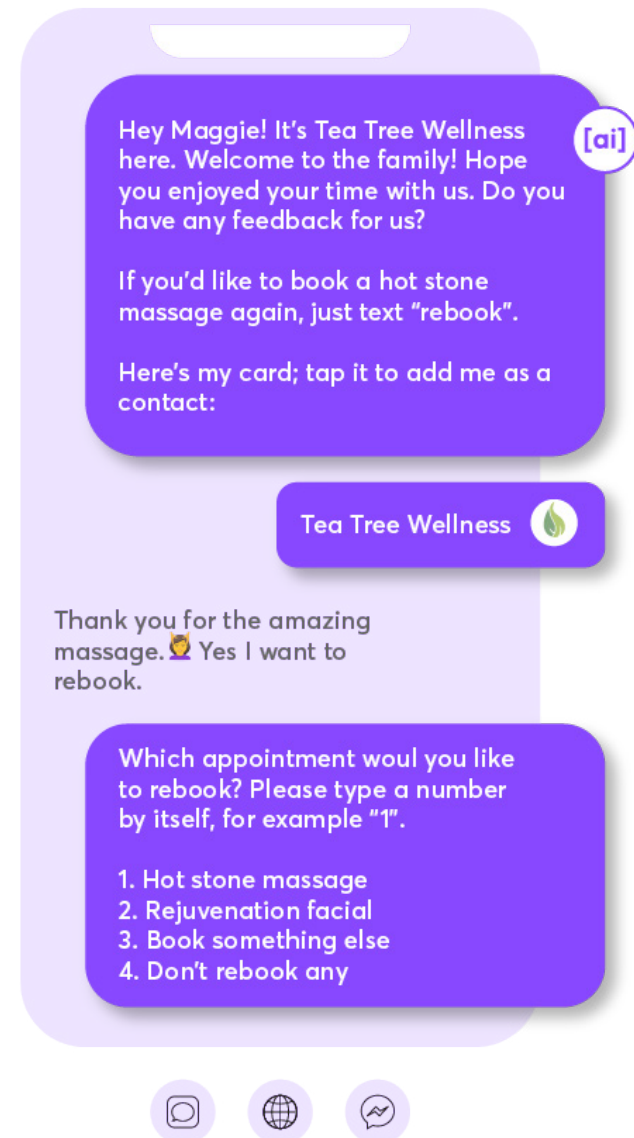Follow up with clients after their services and remind them to set up their next appointment with you.

Messenger[ai] reminds clients to book their next low-touch journey with you, too.

Messenger[ai] automatically sends a follow-up text thirty minutes after an appointment. Add your brand personality to elevate your customer service.

No more: Waiting for clients to remember to book their next appointment.

Hey Maggie! It's Tea Tree Wellness here. Welcome to the family! Hope you enjoyed your time with us. Do you have any feedback for us?

If you'd like to book a hot stone massage again, just text "rebook".

Here's my card; tap it to add me as a contact:

Tea Tree Wellness

Thank you for the amazing massage. 🙇 Yes I want to rebook.

Maggie

Which appointment woul you like to rebook? Please type a number by itself, for example "1".

1. Hot stone massage
2. Rejuvenation facial
3. Book something else
4. Don't rebook any

BOOKING •••••••••••••• PREVISIT •••••••••••••• CHECK-IN •••••••••••••• CHECKOUT •••••••••••••• POST VISIT

And for your staff...

No need to rely on a shared computer. Your employees can access your trusty AI receptionist on their phones with the Messenger[ai] app. It's never been so easy to give that personal touch–without touching a(nother) thing.

Broadcast inbound booking requests. Your business may be offering virtual beauty consultations or at-home services. Your staff can respond with availabilities, and you can easily manage all your conversations in the Messenger[ai] portal.

Messenger[ai]'s welcome backup. Clients can get helpful answers on cleaning and safety protocols from Messenger[ai] before they even arrive. That way, your team can focus on the experience and less about the logistics.

And for you...

With Messenger[ai], you've got an efficient front desk employee who's working all day, every day for you. Just train Messenger[ai] on the details, and it'll do the rest.

You want your clients to feel taken care of. If it can be automated, all the better.

Messenger[ai] provides the personal "touch" your clients love–without contact.

Messenger[ai]

We're in this together—and we'll come back stronger than ever.
To learn first-hand Messenger[ai] can support your business,
schedule a demo today.