

CASE STUDY | E.F.F.E.C.T FITNESS | ATLANTA, GA | 1 LOCATION

# How E.F.F.E.C.T Fitness uses Messenger<sup>[ai]</sup> to turn missed calls into lasting customer relationships.

## Challenge






E.F.F.E.C.T Fitness, a premier physical performing arts facility located in the heart of Atlanta, is dedicated to a creative fitness lifestyle and supporting their customers' health and wellness journey. However, as the business grew, the team found themselves splitting time between helping those wellness journeys and answering the growing number of incoming calls. Without a virtual receptionist, they started to miss more calls and play endless phone tag games, missing opportunities to build lasting relationships with their clients.

## Solution

Messenger<sup>[ai]</sup> is an AI front desk that manages E.F.F.E.C.T Fitness's communication all in one place. It ensures their members get the attention they deserve and communicate with them the way they prefer. Messenger<sup>[ai]</sup> texts members back immediately after a missed call, answers their questions on their site or chats with leads on Facebook—all automatically. E.F.F.E.C.T Fitness now has the peace of mind that comes with an around-the-clock front desk and the time to keep their team focused on the clients.



## Results (February 2021)

	<b>80%</b>	Total conversations handled by the A.I.
	<b>\$289</b>	Revenue from new membership and package sales
	<b>167</b>	Missed calls instantly texted back by the A.I.
	<b>62%</b>	Recipients responded back to a missed call text
	<b>8</b>	Hours saved by A.I. responding to frequently asked questions

“Messenger<sup>[ai]</sup> puts a bow tie on the business - it helps wrap up loose ends. All those people we can't reach we can finally engage in an organized and effective manner.

**JANELLE GIBSON**  
 Manager, E.F.F.E.C.T Fitness