

Your Guide to Modernising Your Enterprise **with AI**

Hi! How can I help you?

I'd like to book...

[ai]

The background features a dark teal color with intricate, wavy, light-colored lines that create a sense of motion and depth. On the right side, there is a diagram of a chat interface. It consists of a circular node labeled '[ai]' connected by thin lines to two speech bubbles. The top bubble contains the text 'Hi! How can I help you?' and the bottom bubble contains 'I'd like to book...'. The overall aesthetic is modern and tech-oriented.

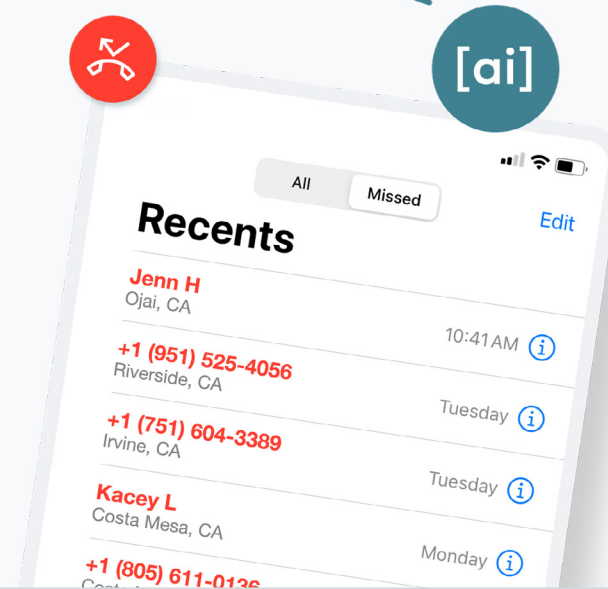
AI isn't the future, it's how enterprises are gaining real business advantages in the present.

Technology is rapidly evolving and your customers' expectations are evolving with it. Are you keeping up? While it's easier than ever to modernise your operations, your brand must deliver the smoothest experience possible—every location, every time. AI isn't the future, it's how enterprises are gaining real business advantages in the present, and it all starts with a phone call.

No more missed calls

85% never call back

Hi Jenn! Sorry we missed your call. How can we help you?



When customers call one of your locations and no one picks up, a whopping **85% never call back**. They may be calling to book an appointment while juggling kids or asking a question between meetings. Like you, they have a lot going on and their expectations are high.

An AI-driven front desk starts by making missed calls a relic of the past. **Messenger^[ai]** offers an immediate response—your business day can't get in the way. It's ready to help 24/7, so customers can get answers to common questions, book appointments, and complete purchases easily and independently.

Meet clients where they are—on their phones

Keeping clients connected to your brand from anywhere opens up a world of convenience. Between online fitness classes, integrated payments, and contactless booking for spas and salons, working with you becomes easier for your clients. Messenger^[ai] eliminates roadblocks by answering questions and booking appointments through text, because 89% of customers are keen to do just that.

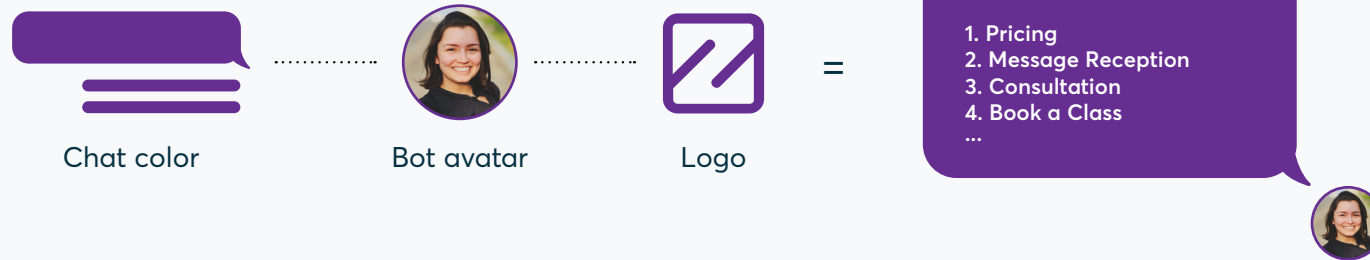
But AI doesn't stop there. Support is right in their pocket, no phone call needed. If things get too complex for your bot to continue, your knowledgeable staff can easily take over.

Support is
right in their
pocket



Leave the busywork to the bots

On brand,
personalised
bot



With AI taking care of basic tasks, your staff can focus all their attention where it belongs—the clients in front of them. It quickly begins freeing up their time, saving on labor costs.

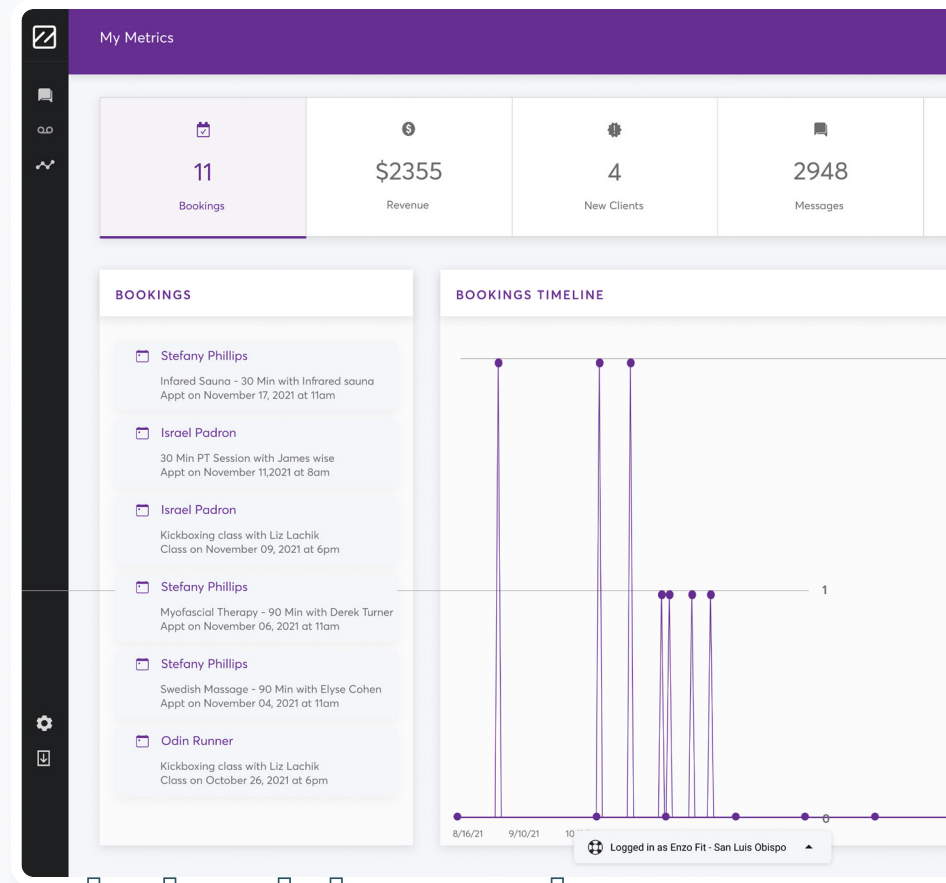
"Out of the 928 messages we got to the salon [with Messenger^[ai]], only 6 needed human intervention," said junior stylist and colorist Christie Karwell from Takamichi Hair in

Manhattan. "If that's not a time saver, then what is?"

With AI working tirelessly at your front desk, you can let the authenticity and creative problem-solving skills of your team shine. And that's much more fulfilling work than answering what time you close on Sundays. Again.

Keep it simple with your data in one place

When you automate your front desk, your enterprise also combines several key tools. Many wellness brands already use a [centralized marketing system](#) to build and send emails, track engagement, and discover new clients. We designed Messenger^[ai] to track your client and staff communication through one unified dashboard and app. It stores every message it sends and receives, so you can always keep an eye on things and follow up as needed. The dashboard also offers analytics to help you measure your ROI.



Unified dashboard

Capture more revenue

This is Sam



Hi 🍷 I'm Sam the Sasquatch with Sasquatch Strength How can I help you?

1. Free Trial Session
2. Ask a Question

In 6 months Sam:

Sent **1,200** messages

Sold **£35k** in memberships

Speaking of ROI, take a peek at what [Sasquatch Strength achieved using Messenger^{\[ai\]}](#) to handle their virtual communications. Their clients talk to Sam the Sasquatch (the brand's personalised AI assistant), so their staff doesn't have to sacrifice those crucial in-person connections.

Sam joined their team in 2021, and in about six months he sent over 1,200 messages to clients and sold about £35,000 worth of memberships—all on his own. That's the power of AI.

And AI shows up outside the front desk, too, improving personalisation and automation throughout the Mindbody software. From [smart subject lines](#) in Marketing Suite to segmentation lists that update in real time, these tools only get better, faster, and more accurate. AI helps you make the most of your data so your people can do what they do best—deepen customer connections.

AI is on the job 24/7. Ready to put
it to work for your brand?

Questions? [Talk to your Mindbody Strategic Account rep](#) about your
options or [see what Messenger^{\[ai\]} could do](#) for your enterprise.



Trusted by the biggest brands

Leading wellness business enterprises in over 150 countries count on Mindbody to help them manage and expand their operations.

