

CASE STUDY | THE HOT ROOM | 5 LOCATIONS

How The Hot Room Uses Messenger^[ai] to Transform Their Customer Experience

Challenge

The Hot Room, a multi-location yoga studio based out of Indianapolis, is committed to building a supportive community with the most encouraging teachers and friendly staff ready to answer all your questions. However, as they continued to grow and open new locations, they found themselves having to split time between customer service calls and emails and providing their best, personalized, in-studio experience. They discovered their staff missing out on opportunities for high-fives, smiles, and celebrating the customers' wellness efforts due to endless phone tag and emails.

Solution

Messenger^[ai] is an AI front desk that manages The Hot Room's communication to turn missed calls into bookings and keeps their team focused on the clients they're with. Whether customers reach out via phone or on the website, the AI assistant is always available and always on-brand for The Hot Room's communication. Messenger^[ai] ensures all their members get the attention they deserve online, and, on the phone, while staff can focus on providing the best class experience.



Results (February 2021)



78% of conversations handled by the AI



\$4,644 in annualized revenue from membership and package sales



329 text messages to missed callers



2.3X customers respond to AI vs. leave a voicemail



35% of new students responded to automated follow-up texts

“Messenger^[ai] is a critical component of our sales and operations. It allows us to serve our customers more efficiently and effectively.”



HYE JIN

Owner, The Hot Room