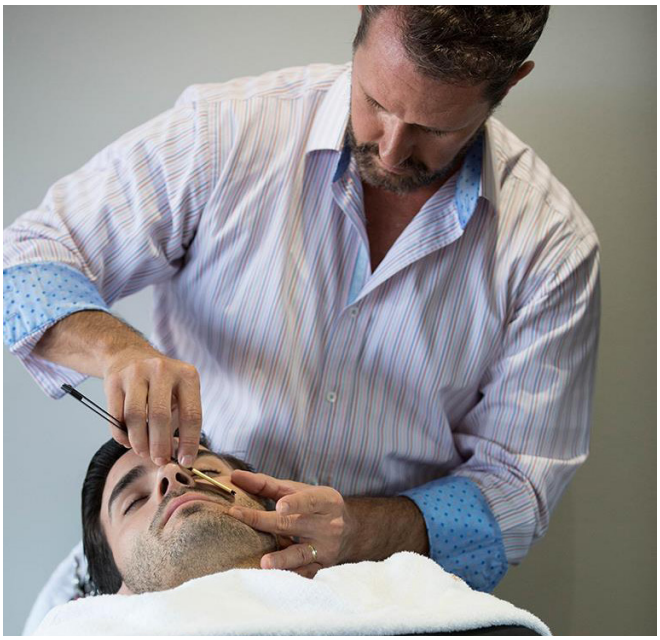
CASE STUDY | BARBERS OF THE LOWCOUNTRY | BLUFFTON, SC | 2 LOCATIONS

# Trying new things usually means a new haircut. At Barbers of the Lowcountry, it means being an early adopter of technology.

## Challenge

Barbers of the Lowcountry knows that in order to stay relevant, businesses must adapt. The South Carolinian barbershop had a website in the late nineties and online booking in the early 2000s. But as the business grew, owner Brent Nelson knew that there had to be technology that could help shoulder the load.



## Solution

Nelson found what he was looking for with Booker and its duo of powerful marketing automation and Bowtie's AI receptionist tools. The combination paid dividends when the barbershop was able to reopen from its COVID shutdown—Nelson was able to automate emails to customers who had missed appointments and direct them to their AI-powered phone line to rebook.

## Results

**$16K** Revenue earned through Marketing Suite between May and July 2020

**54** Clients rescued through Marketing Suite campaigns between May and July 2020

**68%** Percentage of appointments booked through Booker and Bowtie when Barbers of the Lowcountry reopened in May 2020

**$2,300** Revenue earned by Bowtie between May and July 2020.

> **"We sent out an email saying that if you had an appointment, we would contact you to reschedule when we reopen. By the time we were to reopen that that meant we would have called 5000 people back."**
>
> —BRENT NELSON

booker by mindbody