



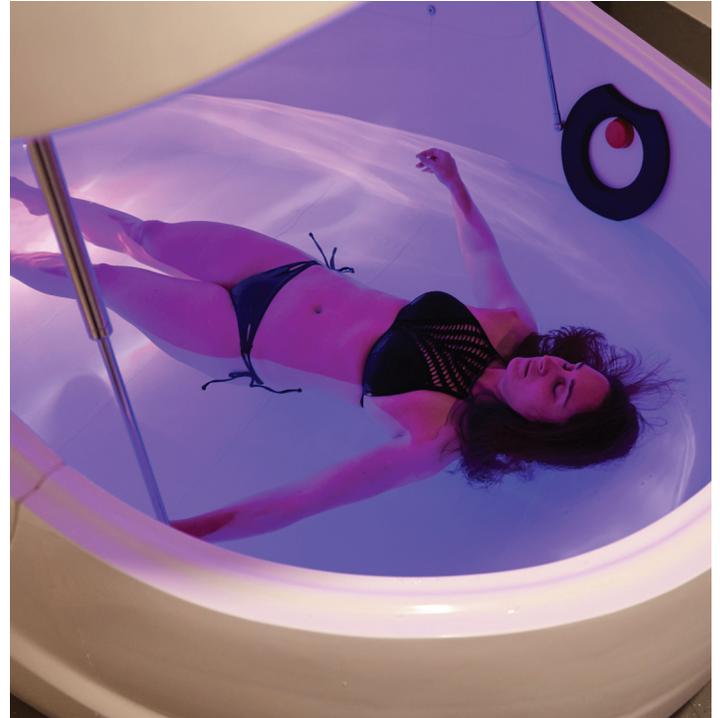
How Clear Mind Studio turns missed calls into sales using Messenger^[ai]

Challenge

Clear Mind Studio was created by Craig and Karen Aird after decades of unfulfilling and stressful careers. However, as the business boomed and their portfolio of services grew, the owners were bordering on complete burnout and found themselves missing incoming calls from current and new customers. Without the implementation of a virtual receptionist, who knows how much more business could have been lost?

Solution

Messenger^[ai] provides Clear Mind Studio with around-the-clock customer service, meaning no call goes unanswered, especially in a mature market. This allows Craig and Karen to spend more valuable time with clients while communication runs smoothly in the background, 24/7. It also helps with staff management and organisation, allowing the focus to be on the questions that need human interaction.



Results (January 2021)

| | |
|--|--|
|  6 | New Clients acquired through Messenger ^[ai] |
|  15 | Bookings made without any human interaction |
|  \$1250 | Revenue generated for Clear Mind Studio |
|  189 | Number of missed calls in a month |
|  34 | Number of calls that required human assistance |



“By having Messenger^[ai], we can now make bookings for these customers without answering the phone or even being in the studio.”

—CRAIG AIRD, FOUNDER, CLEAR MIND STUDIO