



When JBe Beauty paused operations due to COVID, the studio took the opportunity to switch software.

Challenge

Managing a permanent makeup studio is hard enough without a global pandemic thrown in. When JBe Beauty had to close due to COVID-19 restrictions, owner Simone Smith knew it was time to make things a little easier.

Solution

Smith had tried other booking softwares before choosing Booker, but Booker offered her a streamlined booking process when she needed it most. With Booker, Smith directed customers interested in a consultation or an appointment to book online with her team as the studio reopened. Appointments skyrocketed.



Results



\$113K

Value of appointments booked at JBe Beauty between May and July



220

Visits made to JBe Beauty in July 2020.



37%

Increase of appointments at JBe from May to July 2020



48.7%

Increase in JBe's revenue from May to July 2020

“
Booker is the most robust software I've ever used.

—SIMONE SMITH