

## Case study 02 · Salon software

# 12% of lapsed clients won back, and 6% more repeat revenue per salon

Salon software company · United States · beta with 10 salons

Salons now see which regulars are drifting the week it starts, and win them back automatically instead of noticing months too late.

## Business impact

### 12%

Of lapsed clients won back in 60 days

### +6%

Repeat-visit revenue per salon

### -80%

Front-desk time spent on follow-up

### 120%

Return on the subscription in the first quarter

First rebooked clients within 2 weeks of switching on

## Before and after

|                                   | Before | After |
|-----------------------------------|--------|-------|
| Lapsed clients followed up        | 15%    | 100%  |
| Lapsed clients who rebook         | 4%     | 12%   |
| Clients flagged before they lapse | 0%     | 70%   |

## The problem

A regular who stops coming takes years of repeat visits with them, and most salons only notice when it is too late to win them back. Chasing every lapsed client by hand takes front-desk time salons do not have.

## What we changed

- Every salon sees which clients are drifting, and how much repeat revenue is at risk.
- Win-back messages go out on their own over text, phone and Instagram.
- It plugs into the booking system the salon already uses, so nothing changes at the front desk.