

SUCCESS STORY

Livin In The Cut

Powered by



Barbershop **Livin' In The Cut** needed a solution to combat their long wait times, frustrated customers and messy scheduling. A mobile app provided a way to optimize both internal and external communication strategies. Now, customers are happy with the easy reservation system and employees rely on the app for their work schedule.

MOBILE APP HELPS THIS BARBER RACK UP AN ADDITIONAL 411 APPOINTMENTS RESULTING IN R460 432 IN APPOINTMENTS & PRODUCT SALES OVER A 7 MONTH PERIOD

THE CHALLENGE:

Long Wait Times & Chaotic Schedules

Due to the large volume of clients, Livin' In The Cut was struggling with wait times on a daily basis. Barbers had to service clients, as well as perform receptionist duties. By keeping the customers waiting, the business was hurting its bottom line. In addition, due to the number of barbers working at this establishment, it was very difficult to competently arrange work schedules.

THE SOLUTION:

All Communication Integrated Into One App

The solution comprised of a single app where all communication takes place. On the one hand, customers can schedule appointments through the app and see a real-time waitlist. On the other hand, barbers can check their work schedule and view their upcoming appointments. They can even send messages directly to their customers.

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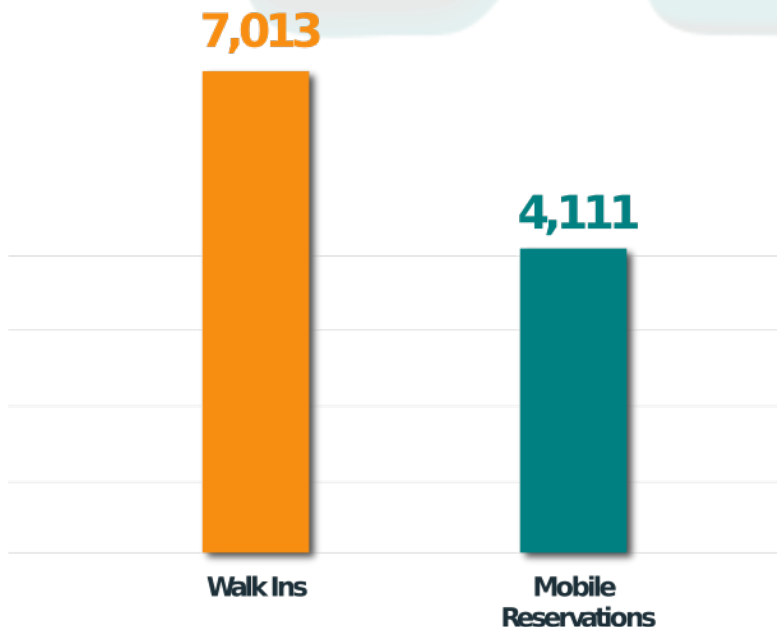
We now have the ability to focus on the client's experience while in the barber chair, instead of answering phones and playing receptionist.

THE RESULTS:

ROE & Reservations On The Rise

Livin' In The Cut's reason for building an app was not to boost ROI, it was to boost ROE — return on experience & engagement. The app has changed the efficiency and feel of the barbershop; customers now enjoy coming in. The salon has also seen a dramatic increase in reservations, due to the ease of mobile appointments. **There has also been a dramatic improvement in walk-ins due to shorter cues who are immediately referred to the app to book an appointment.**

Increases in Walk Ins and Mobile Bookings



23,000+

app launches a month

4,000+

mobile reservations

R450k +

in revenue from mobile reservations

KEY SUCCESS FACTORS:

Addressing both customer needs and business needs in one solution.

Exposing the root of the problem and using a mobile app to solve it.

Implementing a solution that customers and employees can't live without.