

# Mindbody + The Lash Lounge: Communication That Shines

## Challenge

With big growth comes big challenges. The Lash Lounge prides itself on being exceptional, but how can every location maintain the personalized communication expected from a luxury brand? As spending on services rapidly increases, labor shortages make it more important than ever to simplify and automate everything from booking to sales (while meeting the high expectations of the high-end client).

## Solution

Modern consumer habits need modern solutions, and this is where Mindbody's innovative technology gets to work. Smart automation uses AI to bring The Lash Lounge brand directly to your clients—wherever they are. With one ecosystem managing communication, scheduling, clients, and marketing, Mindbody's powerful suite of products becomes command central.

- Capture missed calls, answer FAQs, and let guests book and pay via text or chat with Messenger<sup>[ai]</sup>
- Create targeted, personalized email and text campaigns with Marketing Suite
- Make the most of your data with configurable dashboards using the Mindbody API
- Maintain synchronous systems, standards, and training to keep your brand consistent across all locations



“**Messenger<sup>[ai]</sup>** has been a total game changer, helping us generate revenue after hours.

*The Lash Lounge, Sandy Springs-Chastain Park, Georgia*

## Results from Messenger<sup>[ai]</sup> alone (January - June 2022)

**108** Number of locations using Messenger<sup>[ai]</sup>

**\$1.2M\*** Total revenue from Messenger<sup>[ai]</sup>

**3.5K** Bookings from missed calls

**\$1.8K\*** Average monthly revenue from Messenger<sup>[ai]</sup> per salon

**11.7K** Total bookings from Messenger<sup>[ai]</sup>

**\$8.9K\*** Highest performing monthly revenue from Messenger<sup>[ai]</sup>

\*Based on projected bot revenue