

Oak Haven Massage + Mindbody

About the Business

Oak Haven Massage is an innovator in the integrative health and wellness field and was one of the very first organizations to focus its services completely around massage.

Before the first Oak Haven Massage location opened in San Antonio in 2005, customers had to visit a high-end spa or chiropractor's office to get massage services. Today, Oak Haven has filled the niche for massage-centered offerings, with more than 90 treatment rooms across its four San Antonio and Austin locations.

In order to keep up with the brand's rapid growth, and ensure that massage therapists and Oak Haven staff have adequate time to focus on customers while still supporting marketing and outreach, Co-Owner Allison Moreno turned to the Mindbody Marketing Suite.

Mindbody enables Oak Haven Massage to prevent lost revenue and focus on the client experience.



The Problem



Managing thousands of appointment bookings per month

While Oak Haven began its journey with just 11 treatment rooms in a single location, demand quickly grew, and the business expanded to accommodate its influx of customers. Today, Moreno and the Oak Haven team manage roughly 16,000 massage sessions per month across all four locations. Clients book each of their sessions individually on an as-needed basis, so Moreno and her team required a streamlined and simple way to manage the thousands of monthly appointments.

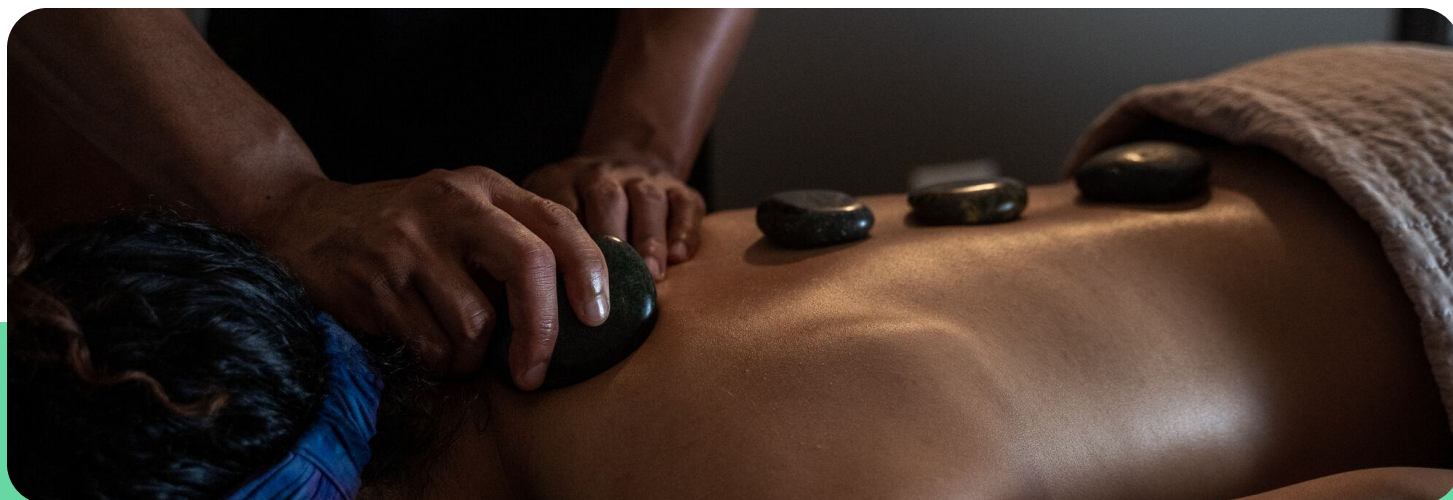
Mindbody's online booking software presented the perfect solution.

"A key component of managing that many appointments is online booking—it's critical," Moreno said. "We book about half of our appointments online, so that allows staff to really focus on the clients that are coming in the door, versus being stuck on the phone for five to 10 minutes helping a client schedule an appointment."



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Allison Moreno
Co-Owner, Oak Haven Massage



The Solution



Strategic targeting leveraging marketing automation

In addition to supporting self-service and appointment booking for clients, Mindbody also enables Moreno and the Oak Haven team to ensure that as many empty appointments are booked as possible. With Mindbody's Marketing Suite, their team is able to create campaigns that see when there's a cancellation or a large gap in staff's schedules and works to fill these openings. These last-minute, unfilled appointments may have otherwise been written off as lost revenue. Because about 70% of bookings happen on the same day as the appointment, this strategy works well for Oak Haven's business structure.

"Having a way to fill up those last-minute appointments and kind of step on the gas, so to speak, does a couple of things for us," Moreno noted. "Number one, it keeps the massage therapists busy, because therapists who aren't busy are not happy. It also allows us to maximize our revenue, because we're able to have those missed appointments recaptured. It really gives us an opportunity to fill up every single day."



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Allison Moreno
Co-Owner, Oak Haven Massage



The Results



A filled schedule and busy therapists

Oak Haven uses this type of appointment recapturing by leveraging Mindbody's behavioral targeting to reach out to customers who haven't been in for massage services in a while. This way, Moreno doesn't have to offer unnecessary discounts just to get clients in the door—the software's automated marketing capabilities sends the perfect text message to customers at the ideal time.

"I don't want to be doing a bunch of discounted offers that probably would have been filled up with full-price customers," Moreno said. "The software is really intuitive—it's allowed us to maximize our time and get us closer to capacity by capitalizing on those unfilled slots. And it's not just a drip campaign—that's the genius part of it. It's not blasting the same people—you're able to target people who haven't been here in a certain amount of time, encouraging reactivation."



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*Allison Moreno
Co-Owner, Oak Haven Massage*

