

# How Shred415 Decreased Response Times with Mindbody's AI

## Challenge

Shred415 offers family-friendly spaces where people of all fitness levels come together to reach their goals. At their busy studios, there wasn't always someone available to respond to calls during class check-in (and iMessage wasn't cutting it, especially after hours). They needed a powerful solution to help every location consistently improve their response times.

## Solution

Messenger<sup>[ai]</sup> quickly helped Shred415 integrate dashboards and data, for transparent metrics and easily visible message threads. Shred415 dramatically reduced missed calls while easing the burden on their staff. Bookings and win-backs went up, and team stress went down. They even saw success running promotions, with one location booking six clients and saving six missed calls during a one-day flash sale, just with their Messenger<sup>[ai]</sup> assistant.

## Results using Messenger<sup>[ai]</sup> (Jan '22—Nov '22)

<b>729</b>	Total bookings
<b>465</b>	New client bookings
<b>217</b>	Bookings from missed calls
<b>40</b>	Bookings of new clients from missed calls
<b>444</b>	Purchases through Messenger <sup>[ai]</sup>
<b>\$2.4k</b>	Package/Membership total revenue



“The ability to respond quickly and message back and forth in a more personable manner, makes it easier for us to have a better experience and encourage Shredders to visit our studio.”

Jen Wilkins  
Shred415 Regional Manager