

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^[ai] 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^[ai] assistant.

Results using Messenger^[ai] (Jan '22—Nov '22)

729	Total bookings
465	New client bookings
217	Bookings from missed calls
40	Bookings of new clients from missed calls
444	Purchases through Messenger ^[ai]
\$2.4k	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