

Montgomery Hair Case Study



SMS cuts time-wasting for local Scottish hairdresser

Q Overview

Since 2011, Montgomery Hair have built a strong, loyal client base in Helensburgh. With the belief that 'hairdressing is more than just a haircut' they are constantly evolving their ability and techniques to deliver the best service possible for each and every client.

✓ Challenge

People often forget appointments when they booked them 6 weeks in advance or incorrectly entered the details into their phone when booking. Montgomery Hair needed a solution to reduce the number of missed appointments and the lost revenue that goes with them.

💡 The solution

Appointment Reminders

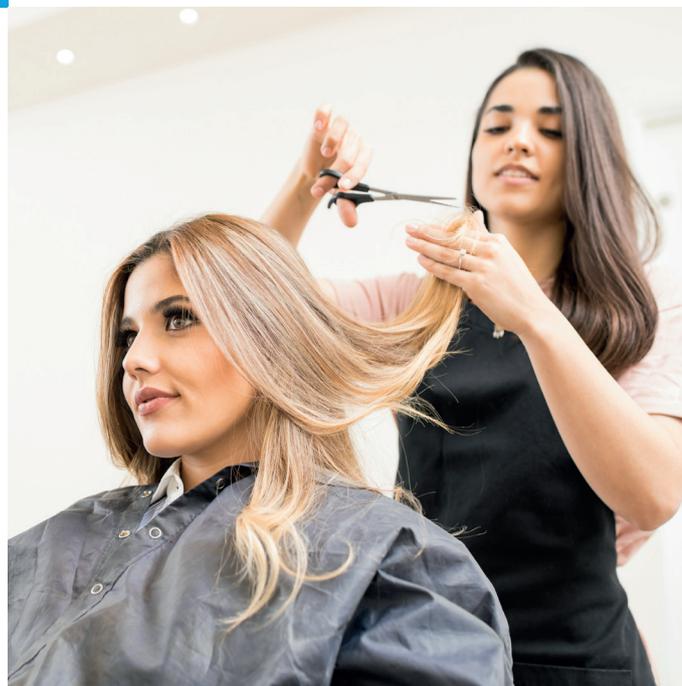
They started using the Textlocal service in the salon to send their clients appointment confirmation texts. Using Messenger's template and scheduling options made it quick and convenient for them to compose and arrange sending of messages during quieter periods, freeing staff up for other tasks.

Promotions

Montgomery Hair found the option of bulk texts to specific client groups a valuable marketing tool for quick promotions on quieter days. They noticed that only a small percentage of people check their email constantly, but nearly everyone checks their text messages as soon as they get one so they can respond to promotions quickly.

📶 The results

Within 4 days of reminders they had already recouped £112.00 in what would have been lost appointments. The lost cost means they only need to save one cut and blow-dry appointment in a month and for the service to pay for itself.



“ Would save any hairdressing salon a fortune over a year! I am very happy with what the Textlocal service has brought to our business. As I'm sure you will agree, every step you take helps your business stand out from your competition. ”

Montgomery Hair



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