



# Bliss Spas Enhances Customer Conversion through Online Booking

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A Case Study  
Presented By Book4Time Inc.



### **The Problem:**

Telephone bookings for all 13 Bliss locations (including London, England) is coordinated through one call centre in New York. Because all calls were through one location, wait times were up to 2 minutes and Bliss believed this was resulting in lost customers.

Bliss wanted to improve customer service across the board, eliminate the loss of customers due to wait times and encourage overall business growth.

### **The Solution:**

Bliss came to Book4Time with these problems and together it was decided that an online booking engine would be the perfect solution. The challenge for Book4Time was to create an online booking portal that integrated seamlessly with Bliss' booking system and also with Bliss' corporate branding.

The end result was the creation of vipGuestService, a powerful online booking engine that is completely customizable to the client's individual needs. vipGuestService is now available to all Book4Time clients to help them grow their business.

### **The Results:**

"We are absolutely thrilled with vipGuestService," commented Bliss Call Centre Manager, Ashling Farrell. "We now can answer 96% of calls within 20 seconds and increased our call conversion rate (percentage of calls converted into sales) from 51% to 57%. We've gotten so much positive feedback from customers on how much they love the online booking. There were even discussions on social media sites started by our customers to talk about how much it had improved the customer experience."

### **Quantitative Benefits:**

- Reduced call centre staff from 61 to 37 – a 40% improvement
- Increased same day bookings 20%
- Reduced wait time from an average of 2 minutes to 96% of calls being answered within 20 seconds
- Increased call conversion (percentage of calls converted into sales) 6% to 57%
- Online booking now accounts for 25% of Bliss bookings

### Qualitative Benefits:

- Convenient for customers – improved overall experience
- Allowed for confidential “maintenance” bookings anytime (i.e. no one wants their co-workers to hear them booking a brazilian wax over the phone)
- Convenient email confirmations eliminated need to spend labour hours calling back to confirm appointments
- Improved customer service – with a lower volume of calls, call centre representatives could spend more time with each client resulting in better service and thrilled clients
- Provided a unique selling proposition that differentiates Bliss from its competitors and offers clients a value-added reason to choose Bliss

### Scorecard:

Looking back at Bliss’ initial goals, we asked Ashling Farrell to critique vipGuestService’s performance on each of the objectives:

#### ✓ Improve Customer Service

“There’s no question that vipGuestService has **improved our customer service tremendously**. The fact that we can now provide more personalized service with less staff is incredible, the cost savings associated with that were an added bonus! But the fact that our customers even took the time to discuss our online booking in various social media shows that it had an extremely positive effect on their experience.”

#### ✓ Eliminate Loss of Customers Due to Wait Times

“The change here has been phenomenal. We reduced our staff by 40% and still provide better customer service than before vipGuestService. Not only are we now able to answer 96% of all calls within 20 seconds, but also we’ve increased same day bookings and our call conversion rate! **Not only are customers not leaving our site – they’re staying and booking.**”

#### ✓ Encourage Overall Business Growth

“We launched vipGuestService in July of 2008, and I think everyone is aware of what happened in August 2008. So in general, business was down, but we actually did see an increase in sales! It was slight, but I bet that without vipGuestService, we would have seen negative returns. So yes, I do believe **vipGuestService increased overall business growth, despite a faltering economy!**”