

A CHATBOT

# CASE STUDY





# Beauty Point

Beauty Point is a small beauty studio that offers various aesthetic procedures and therapies for face and body, and health and beauty consulting since 2012. The studio is proud of having 80% of its new customers coming from a referral. In 2019 the studio began printing a specialized magazine Beauty Point Expert to educate its customers about various procedures and therapies.

In early 2020 a decision was made to become a fully digitalized studio for beauty and aesthetic procedures, which lead to implementing an AI chatbot for automating the communication with new and repeater customers in all steps of making an appointment, a revision or cancellation, and finding an answer to a question.

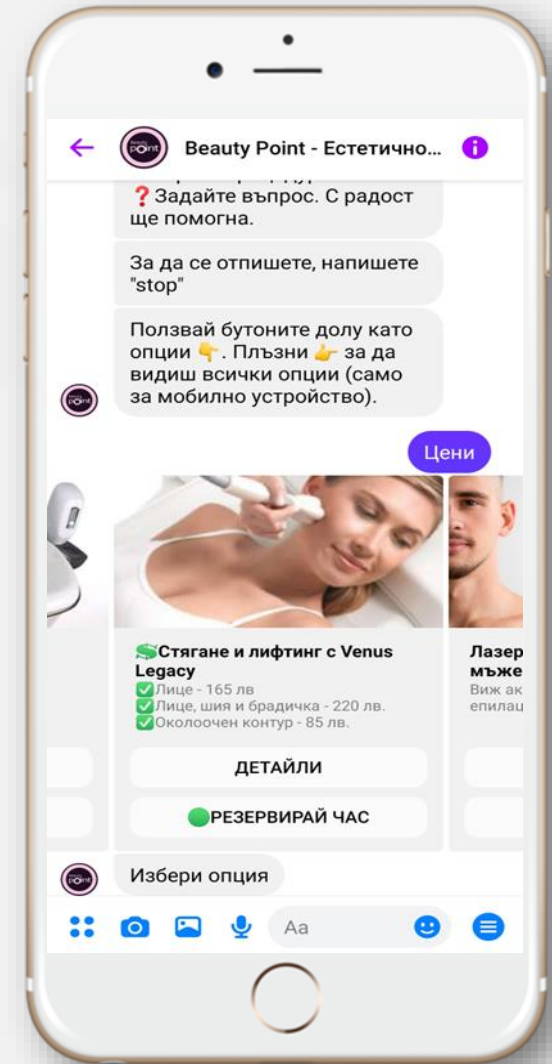
## The owner perspective

"I wanted for Beauty Point to become a digital studio for beauty and aesthetic procedures. I wanted clients to be taken care of by the staff and administrative tasks to be fully digitalized. Many people will not agree with me. "Robots displace people, people love personal contact, people want to call on the phone." This is just a small part of the excuses that most business owners make up. How many of them asked their customers what they wanted?"

## We asked our customers

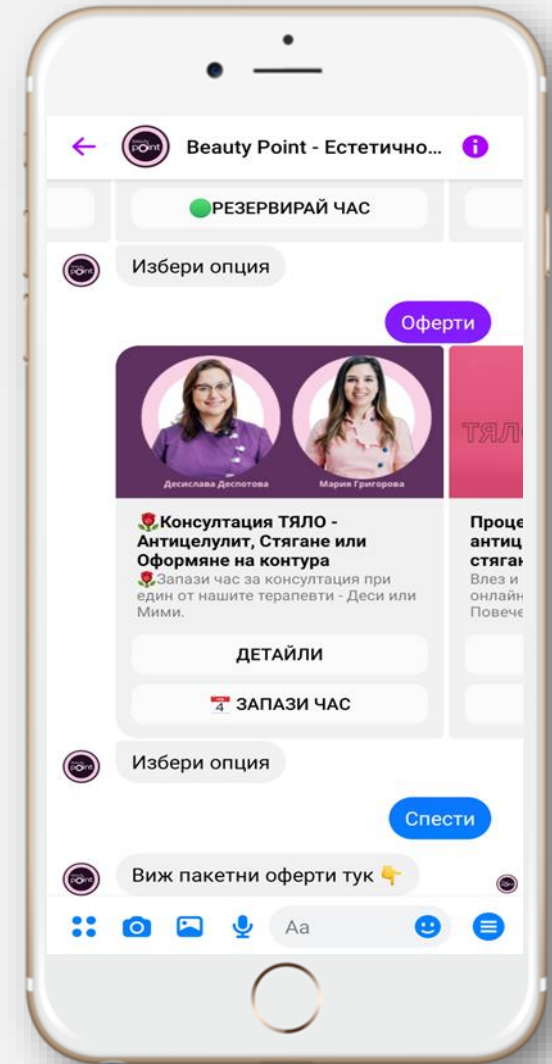
They do not expect a person at the reception to consult them on a specific issue.

They want to quickly, easily and without committing much time and efforts to make, change or cancel an appointment, to quickly ask a question and get immediate reply, and they need assistance after work, on Sunday, at night, when there is nobody to pick up the phone."



## An AI chatbot in assistance to the beauty studio customers 24/7, to

- Answer frequently asked questions through predefined information and conversational AI
- Make, change, check on or cancel appointments through integration with the studio appointment reservation system
- Easy access to and booking of promotions
- Price calculator for procedures and therapies booked in a package



## Preparation for the project

In addition to finding the right AI chatbot service provider, Beauty Point next big challenge was the preparation for the project. It was necessary to invest in and take time for analysis, questions, and surveys, as well as to spend hours in the customer path. The next step was to go through it dozens of times and, if having the slightest doubt of difficulty for the customer, to keep optimizing the AI chatbot.

## Will customers love it?

Customers' adoption of the AI chatbot was also considered. Some were afraid of their first contact with the chatbot, but then felt in love with it. It is always with them and assisting them. Here the most helpful question during the development and the maintenance of the AI chatbot was "How to make it easier and more accessible".

As Beauty Point strives to make the AI chatbot an increasingly perfect assistant for its customers, the studio gave the chatbot a name – Beautko, made a competition among the customers for choosing an avatar for the chatbot, created user manual so customers could learn how to benefit most from the AI digital assistant and created various social media educational campaigns involving those customers who actively used the bot.

## Business benefits

- 20 % of new customers have made their first reservation through the chatbot
- The night chatting with the studio' chatbot in the past 3 years had been over 35% (36% to 45% during the pandemic).
- 30 % of customers use only the chatbot to make an appointment (the rest have a reservation from their previous visit)
- 100 % of customers who want to take advantage of a promotion make a reservation through the chatbot
- Every day there is at least 1 reservation made through the chatbot

## Customer feedback

- "O, my God, it's so convenient, why don't the other studios have it?"
- "Wow, unique! It is so helpful!"
- "How can there be no such application in other places?"
- "It saves me time, especially when I'm in meetings and I can't spend a lot of time talking on the phone"

## Business feedback

*"One of my challenges was to find the right people to realize my idea. When it comes to real results, many can't handle it. Umni team were the people who managed to understand what I wanted and did it in the best way without excuses like "this can't happen", "it can't be like that", "it's very difficult". Everything was very smooth. I believe that if the AI chatbot is done the right way customers will like it".*

**Desislava Despotova**  
owner Beauty Point Studio

# Thank You

