

Give clients a beautiful experience

The health and beauty industries continue to expand globally with some projections claiming 8.5% growth in 2014. Several trends support this expansion and promise continued profitability into the future.

Health and Beauty Industry

Facts

- Just like other service industries, customer experience is a strong differentiating factor in the health and beauty industries
- Health-conscious consumers like to be reminded of health related services
- Both the health and beauty industries need to adapt to address the changing habits in consumer behaviour

Key benefits

- People often forget their appointments. Send them a reminder SMS to make sure they show up on time
- Save on payroll costs by staffing according to confirmed appointments
- Upsell your products or services through your customers' mobile phones
- Inform customers of any promotional deals, seasonal offers or ask for feedback

Mobile messaging can help differentiate your health or beauty establishment by nurturing long term relationships with your customers.