



A UZELI CASE STUDY

How ARC Mastered COVID:

More Clients, Fewer Hours, Zero Hires.

50% INCREASE IN ONLINE BOOKINGS

40-50 RETURNING CUSTOMERS EVERY TWO WEEKS

30hr ADMINISTRATION TIME SAVED PER MONTH

INTRODUCTION

ARC Beauty Salon gains 40-50 returning clients every 2 weeks and achieved operational efficiency during Covid-19.

A quick snapshot of this New Jersey based Beauty salon — with over 12 years in establishment, ARC Beauty Salon is a family run business offering threading, waxing and facial services from their two locations in Fair Lawn and Montclair. They are known for their highly trained and friendly staff and strive to make each customer experience a pleasant one.

ARC Beauty Salon is also famous in social media as their customers showcase their brows on Instagram using the hashtag #arcbrows for a chance to be featured as the Brow of the Week.





“We wanted to alleviate the quality of our services that we provide to our customers with more benefits, like a yearly membership - where they would get points or discounts on services if they paid that membership. Second, we wanted to increase our brand recognition and loyalty.”

Carrline Shrestha

Owner & Salon Manager, ARC Beauty Salon



THE CHALLENGE

Effortlessly track and capture customer information to provide better experience.

Track, Capture & Enhance Customer Experience

Harness data-driven insights to personalize and uplift every client interaction.

Elevate Brand Recognition & Loyalty

Build a memorable brand that resonates, fostering deeper connections and brand loyalty.

Boost Staff Efficiency & Cut Costs

Optimize workflows and leverage technology to maximize productivity while minimizing expenses.

Streamline Appointment Scheduling

Implement intuitive systems that simplify and make the booking process faster for both staff & clients.





“We looked at MindBody and other platforms but they were far too expensive than our current spent. We actually hadn’t heard of Growthzilla, initially. I’m glad we discovered them. Prior to using Growthzilla, we’re using ProSolutions for bookings, but it took a very long time to book an appointment. The system itself was very hard to use and made it difficult to learn for technicians and receptionists who are generally not tech savvy ”.

Carrline Shrestha

Owner & Salon Manager, ARC Beauty Salon





THE SOLUTION

The solution? Uzeli, the five-letter word for salon management made simple.

Track, Capture & Enhance Customer Experience

Uzeli's salon management platform provided a comprehensive system that allowed ARC Beauty Salon to capture and analyze customer data seamlessly. This enabled them to understand customer preferences, tailor their services accordingly, and enhance the overall customer experience.

Boost Staff Efficiency & Cut Costs

With Uzeli, ARC Beauty Salon reduced the need to hire two additional staff as everyone's temperature had to be scanned due to Covid-19. But the platform's efficient online booking system meant that over 50% of bookings were made online, saving at least an hour of time daily and reducing operational costs up to \$6600 per month.

Additionally, the salon could reallocate funds from other platforms to increase their advertising budget on social media, thanks to Uzeli's integrated campaigns.

THE SOLUTION

Elevate Brand Recognition & Loyalty

Uzeli's loyalty programs, which led to a return of 40-50 customers every two weeks. This not only increased brand loyalty but also elevated the salon's brand recognition.

Customers loved the new system, and it positioned the salon as technologically advanced, both inside and outside the business.

Streamline Appointment Scheduling

Uzeli's user-friendly interface made it easy for both staff and customers to book appointments. The system eliminated the long wait times previously experienced with ProSolutions.

Technicians and receptionists, even those not tech-savvy, found Uzeli straightforward to use, ensuring that appointments were scheduled efficiently and without overlaps or conflicts.





RESULTS

ARC Beauty Salon experienced a surge in client retention, streamlined operations, enhanced brand recognition, significant cost savings, increase in , and overwhelmingly positive customer feedback, all thanks to their collaboration with Growthzilla's Uzeli platform.



50% increase in online bookings



40-50 returning customers every 2 weeks



30 hr+ administration time saved per month



Customers raving about the new brand experience



More time to spend on productive tasks and growth



Reduce the need to run campaigns on other platforms



Saved \$6600 by avoiding two hires for Covid-19 checks





“If it wasn’t for Growthzilla I would still be spending my day taking appointments. Now, I spend my time doing more productive tasks like maintaining, forecasting, and budgeting our advertising channels.

To remain competitive, we needed a solution that would enable us to alleviate and offer better customer experience. Thanks to Growthzilla, we’ve improved both our staff efficiency and customer experience than ever ”

Carrline Shrestha

Owner & Salon Manager, ARC Beauty Salon



Thank you.



growthzilla.com . sales@growthzilla.com . +1 (844) 838-4769