

# From Struggle to Success

**0 Daily tech  
glitches, down  
from 50.**

**100% Shift to  
online bookings  
from 80% walk-ins.**

**10x Business growth  
with Uzeli's appointment  
reminders**



# Justin's Barbershop's 10X Growth with Uzeli



**Justin's Barbershop embraces Uzeli and shifts from 80% walk-ins to complete online reservations and reduces support calls to zero, all while marking a 10X growth.**



## Introduction

Justin's Barbershop was established in 2005 in Jackson, NJ with a passion for quality and modern hair cutting experience. Since then, the brand has surpassed all early expectations and goals. Justin's Barbershop has now become a thriving, well-known and trusted brand with 7 franchisees and growing. While developing their own successful locations, they have built a strong business model with effective training systems, which allows them to expand on an even larger scale.

Emphasizing craftsmanship and adaptation to the latest trends, Justin's Barbershop stands out in the industry. With a vision for growth, they're set to redefine grooming and hairstyling benchmarks.

**Sean Donovan,**  
Justin's Barbershop



**“I used to get almost 50 calls a day from other franchisee staff asking for help with Mindbody issues. And every time we called them for help, it felt like calling Verizon for help, we would get 500 different people to help. That’s the straw that brought the camels back.”**



# The Challenge

## 01. **Daily Software Issues:**

Sean grappled with 50 daily calls due to persistent Mindbody software glitches, hampering core business activities.

## 02. **Prolonged Resolution Timelines:**

Software fixes often took 24 to 48 hours, an impractical wait for a fast-paced business.

## 03. **Traditional Booking Bottlenecks:**

Pre-Uzeli, labor-intensive phone and walk-in bookings accounted for 80% of appointments, misaligning with modern digital preferences



#### 04. **Software Mismatch and Search Struggles:**

Despite exploring many software options, none met Justin's Barbershop's specific needs, stalling their digital transformation.

#### 05. **Onboarding Complexity for New Hires:**

Prior software complexities extended new hire training, causing potential service disruptions.



**“We tried products like Fresha or Booksy and a bunch of others which just ended up being all over the place. And every time we called, they would guarantee us a fix within 24 to 48 hours. But we can’t wait for that long. Especially in a barber business, we have such a big turnaround – if the credit card machine doesn’t work, people get crazy.**

**So we can’t afford to have that downtime and say take your time. It has to be fixed right away.”**

**Sean Donovan,**  
Justin’s Barbershop



# The Solution



## 01. Streamlined Software Experience

Uzeli's intuitive and reliable platform drastically reduced the daily software glitches that Sean previously faced with Mindbody and other software solutions. The absence of complaints from other franchise staff for over a year underscores Uzeli's efficiency and reliability in comparison to multiple platforms they had tried before.

## 02. Immediate Customer Support

Uzeli's hands-on customer service, exemplified by Shishir's (CEO) direct involvement and accessibility, ensured that issues were addressed promptly. This proactive approach eliminated the prolonged resolution timelines that were previously experienced with other providers.

## 03. 10x Boost with Uzeli's Online Bookings & Reminders

Justin's Barbershop transitioned to a 100% online booking system using Uzeli and introduced appointment reminders. This modernized approach, aligning with customer preferences, led to a tenfold business increase by enhancing the customer experience and minimizing missed appointments. Now, customers rave about the ease of booking appointments with them.

## 04. Streamlined Software Experience

After an extensive hunt, Uzeli stood out with its adaptability, user-centric design, and competitive pricing. Meeting the barbershop's needs perfectly, it ended their quest for other software solutions, ensuring they had the right tool for digital transformation.

## 05. Rapid Onboarding with Uzeli






Thanks to Uzeli's intuitive design and user-friendly interface, new hires took mere hours, not weeks, to fully grasp the software. This facilitated learning process ensured quicker team integration and consistent, uninterrupted service delivery.





# Results

After integrating Uzeli into their operations, Justin's Barbershop not only streamlined their daily tasks but also enhanced the overall customer experience. Which is why Sean was able to convince the rest of the 5 franchises to switch to Uzeli. The software's efficiency and user-friendly interface brought about transformative results:

-  **Swift and seamless staff onboarding with Uzeli**
-  **Instantaneous customer support responses.**
-  **Tech glitches went from 50 daily calls to none**
-  **Transitioned from 80% walk-ins to 100% online bookings**
-  **10-fold business surge due to Uzeli's appointment reminders.**



**“We did a search for a barbershop appointment booking system and we called every single one of them on the list. Everyone we spoke to seemed very corporate to me. We’re not a huge Sport Clips, we needed somebody to help us when we needed help.**

**So when we spoke to Shishir, I was literally amazed. He is the guy who runs the show and still has the time to jump on a call and go to the extent of giving us his personal cell number if we ever needed to reach out to him.”**

**Sean Donovan**

Justin's Barbershop





Thank you.



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