



How Alex Anthony used Bowtie to untangle their receptionist so they can focus on what matters.

52.2%

Users that respond to a missed call text

47.2%

Conversations converted to bookings

60.6%

Bowtie customers new to Alex Anthony

Since 2012 Alex Anthony Salon has been servicing customers with a focus on curly hair and a unique product line made in house. Having invested heavily in their own mobile app, they were disappointed to see almost zero bookings through the service. Moreover, the receptionist continued to field dozens of calls a day all while juggling managing the in-store experience and checking out customers at the end of their service.

Enter Bowtie. With Bowtie's missed call technology, Alex Anthony's receptionist is no longer chasing down customers that slip through the cracks. In fact, in the past two months alone Bowtie has **converted 12 new customers** who called the business when no one answered and would presumably have gone elsewhere. This translated into **\$1800 in revenue and \$3000 in lifetime value per customer (or \$36,000 in total potential LTV)**. In addition, another 60 customers booked through Bowtie through web and SMS, allowing the receptionist to further focus on optimizing the in store experience.

With Bowtie, Alex is able to rest easy knowing that her customers are being taken care of, even on days the business is closed or when the receptionist away from her station. By combining the power of AI with intelligent text alerts, Alex never misses a customer.