



Asanda Spa brings much needed relaxation to their call center.

76.8%

Bowtie customers
new to Asanda Spa

41%

Cost-savings on
each booking

4.5 / 5

Average ratings for the
chat booking experience

Asanda Spa, a national chain of spa and salons, employs a call center that manages hundreds of calls a day. Gene Frisco, CEO of Asanda, decided to bring on Bowtie to ease the load on the operation. While deploying Bowtie, Gene switched call centers and as hundreds of callers swamped the new line, it was a good thing Bowtie was there to smooth the transition.

Having to wait on hold for over 30 minutes, many customers found their way to Bowtie's webchat on Asanda's site to service their needs. In increasing numbers customers turned to Bowtie's plugin to inquire, book and reschedule. **47 conversations were fielded per day with a 117 new bookings** since launching 28 days ago.

Gene currently pays his call center \$2 a booking for each appointment, and finding a way to lower his cost was critical to his operation. Since Asanda's launch of Bowtie, the average cost per booking on the platform netted out to \$1.17, **a net 41% savings per booking**. This is only using webchat, and the savings will increase once Asanda deploys Bowtie on SMS and launches a marketing campaign for their new AI assistant. Gene is excited about a future where customers can book day or night using an intuitive conversational interface and his call center is freed up to handle more complex appointments and in depth questions from inquisitive clients.