

Client Name
Organic Tans

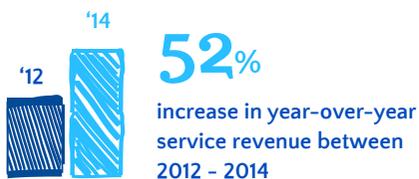
Location
Allentown, Pennsylvania

Services
Airbrush tanning

Booker Client Since
November 2012

Website
www.organictanslv.com

Statistics



27 bookings from mobile app
in August & September 2014

Organic Tans Increases Bookings with Their Own Mobile App

Challenge

It's tough running a business alone. Lorena Bravo, owner of Organic Tans salon, should know. She picks up the phone, books the appointments, provides the service and checks out the client. All those day-to-day business tasks were extremely demanding and time-consuming until she got the Booker Customer App. "Many of my clients have downloaded the App from my website to their mobile phone or iPad," Lorena says. "They're really excited about the App! It makes it easier for them. And it's very easy for me as I expand my business to a new building. I'm not at the salon all the time, so this lets clients book themselves. It's great."

Solution

Lorena is thrilled with the impact Booker Customer App is having on her client satisfaction and on managing her calendar. "I love it!" she says. "It makes life so much easier and all I have to do is show up for my appointments. My clients are really excited that my business even has an app! We live in a time when there's an app for everything. You want a tan? There's an app for that! There is no other salon in the area that has an app that enables them to book a service. I have an advantage over my competition and that's been really satisfying."

Results

"I like technology," Lorena says. "I've always managed my salon first from the customer standpoint and as a business owner second. I always want tools that make it easier for me to run my business. Booker Customer App makes it very easy for me to run my business alone. And it's easy for clients, too." She adds: "Prior to having Booker, many clients would forget they had an appointment. My previous software didn't have a reminder function. I'd lose business and couldn't fill the slot. Now, I can get payment from no-shows using Booker's Merchant Processing feature."

"The Booker Customer App uses technology to bring your business into the 21st century. My salon is now available 24/7: no voice mail and no waiting for me to respond. My business is at your disposal when you need it. That's the greatest thing about the App."

Lorena Bravo
Owner