

Appointment Reminders Behind 98% Attendance Rate



About the Customer

House of a Beauty, located in Obrenovac, Serbia, is a small business that provides health and beauty care services to women.



Challenge

House of Beauty was using SMS messaging to communicate with their clients. However, they were disappointed that their existing service provider was unable to integrate messaging into the House of Beauty's system. Furthermore, the provider was inflexible on price. House of Beauty believed that they could find a solution that met both their technical needs and pricing requirements.



Solution

MMDSmart brought two solutions to the table. The SMS API tool enabled the messaging platform to integrate directly into the House of Beauty backend CRM and appointment systems. This allowed more automation in reaching out to customers and personalized messages.

Meanwhile, MMDSmart's Appointment Hour Booking solution was ideal to meet House of Beauty's needs. MMDSmart assigned a dedicated account manager, who built a flexible pricing plan and customized the integration onboarding process.

Tamara Milinkovic, owner of the House of Beauty, expressed her satisfaction stating: "We are impressed by the responsiveness of MMD Smart's staff on both the business and technical side, which allowed us to go live with Appointment Hour Booking integration in a surprisingly short time"



Key Results

With the MMDSmart solution in place, House of Beauty was able to easily manage their notifications and reminders to customers, leading to a 98% appointment attendance rate. In addition, MMDSmart's service helped House of Beauty cut their messaging costs by 30%.

Tamara concluded: "We are more than satisfied with MMDSmart's active communication with us. Even though we are a small business, they are available and ready to assist whenever we need a consultation or assistance. They've shown the highest level of professionalism and willingness to go above and beyond for each of their clients, regardless of size."



About MMDSmart

MMDSmart is a leading global supplier of innovative communications products, providing customers with a unified CPaaS platform covering voice, messaging, and chat.