

Berkowits scales success with Zenoti. Drives over 8% of business via referrals.

“We manage over 15,000 leads every month on Zenoti, and our referrals generate up to 8% of new business, underscoring Zenoti's impact in driving our growth through successful lead management and customer acquisition.

-Arpit Goel

CEO, Berkowits Hair and Skin Clinics

The Challenges

Berkowits Hair and Skin Clinics, with 27 clinics across 9 cities, faced challenges in scaling their operations and improving customer experience. Managing appointments, tracking client preferences, and acquiring new customers were becoming increasingly complex and time-consuming.

The Solutions

- Utilized Zenoti to track re-bookings per technician and identify high-spending clients
- Implemented Zenoti's inventory management features, to optimize product consumption and reduce pilferage
- Leveraged Zenoti's referral feature to generate up to 8% of their business
- Automated lead creation and follow-up using Zenoti's leads management functionality



Impact:

8%

New business generated from referrals

100%

Automated and streamlined workflows

15K+

Leads managed on Zenoti every month