

HOW BERKOWITS HAIR & SKIN CLINIC INCREASED NEW CLIENTS

BY 20%

Zenoti helped convert their enquiries into clients through effective lead tracking.

“Zenoti ensures we follow up on leads consistently – leads no longer slip through the cracks and every lead is tracked through to closure – either won or lost. Our percentage of new clients has increased from 40% to 60%. This is a result of our improved lead tracking process with Zenoti.”

Arpit Goel
CEO

The Challenge

Before partnering with Zenoti, all of Berkowits' enquiries had to be manually entered into a register, and since they did not have reminders, follow-up calls would often get forgotten. This also meant their admin office had no way to track the number of leads, the lead status, or if they could get potential clients in for a consultation. Without effective follow-up, it was difficult to consistently see leads through to closure.

The Solution

Zenoti gave Berkowits more control and made it easy to manage and share data with their branches. The call center now fields all calls and enters the lead into Zenoti's sales module with an assigned status that tracks how qualified they are. Follow-ups are kept on track using with pop-up reminders when it is time for a follow-up.

Centralize management with multi-center support

Stay on top of follow-ups with automatic reminders

Qualify and track leads effectively using our sales module



For more
information visit
zenoti.com
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20%

increase in conversion rate