

About Face Goes Paperless with Digital Forms

Challenge

About Face recognized that paper forms were a thing of the past. Paper-based intake, consultation and service forms were not only taking up valuable space in their locations, but also contributed to an increased workload for staff. Guests completed paper forms upon appointment arrival. These were subsequently scanned and uploaded into a local database.

The Solution

About Face partnered with Zenoti to digitise their guest forms for a modern and seamless guest experience. Now more than 70% of forms are completed from guest's devices prior to their appointments. Contact points are reduced, paper waste is eliminated and About Face staff have more time to focus on providing the best treatment and experience for their guests.

Key Takeaways

Digital forms seamlessly support the entire guest journey.

- **Intake Forms** – eliminate times and reduce paper waste by securely sharing intake forms ahead of visit.
- **Consent Forms** – securely stored in the guest profile and signed with an eSignature.
- **Consultation Forms** – capture data from consultations and can be shared across locations.
- **Treatment Forms** – review notes from past visits and record new notes



Results

**70%**

Form completion from guest's devices

**8**

Intake, consent, consultation and service forms

**46%**

Form completion more than 1 day prior to appointment

**25%**

Form completion 24 hours prior to appointment

About the Brand

Specializing in high-tech skin technologies, About Face delivers the best in beauty with award winning facials. They've been Serious About Skin for 30+ years and the first skin clinic to bring Clear + Brilliant to New Zealand. As pioneers in the industry, they have a reputation for quality, consistency and exceptionally high standards while maintaining the warmth, friendliness and personal attention of smaller family-owned businesses.