

Hottest 2020 Health Franchise Brand Increases Booking Efficiency with Automation

The Problem

As a growing franchise brand, BeBalanced Hormone Weight Loss Centers realized that using three disparate software systems to manage appointments, POS, lead generation and targeted marketing strategies reduced their effectiveness to convert leads to consultations and new clients. Pre- and post-care communication was challenging with limited ability to highly target and customize pre-care communications based on complimentary hormone assessments, treatment plans and wellness goals. Booking processes were inefficient, contributing to low client conversion rates.

The Solution

BeBalanced Hormone Weight Loss Centers partnered with Zenoti to consolidate several software systems into an all-in-one solution that includes simplified operations, booking automation and targeted marketing and communication features.

Booking Wizard

- Automates routine tasks making it easier for front desk staff to manage bookings smoothly, quickly and accurately.
- Intelligent algorithms maximize appointment book utilization while honoring SOPs to ensure employee satisfaction and optimized customer experiences.

Targeted Marketing and Communication

- Optimizes engagement before and between visits to driving sales and stay top of mind with clients.
- Sends the right message at the right time to foster better engagement during all stages of lead management, sales and service experiences.



Results

*Y-o-Y average for 2018-2020.



10%

Increase in overall booking efficiency



6.5x

Increase in booking automation



20%

Increase in targeted marketing and communication



"With Zenoti we've been able to streamline core processes, which has been invaluable. Lead management helps us handle large volumes of inquiries, turning them into consultations and clients."

Jennifer Seroogy Cutillo

Director of Operations,
BeBalanced Hormone Weight Loss Centers

About the Brand

Listed as one of Entrepreneur Magazine's "Hottest Franchises of 2020" in the health category, BeBalanced Hormone Weight Loss Centers combine simple, effective, non-medical protocols to holistically correct hormone imbalances affecting weight, sleep, mood and energy. Considered one of the highest customer-referred weight loss programs in the franchise industry, their approach empowers women to reach healthy weight loss goals with the added benefits of relieving hormone-related issues.