

Case Study: [salon]718

Scaling Guest Care with AI

About [salon]718:

With seven thriving locations across Brooklyn, [salon]718 has built its reputation on inclusivity, creativity, and community. Founded by Michaela Blissett Williams, her vision of delivering trend-forward hair in a welcoming environment has been wildly successful—the brand continues to grow as one of New York’s most trusted salon groups.

The seven locations however, brought new challenges: higher call volume, more scheduling complexity, and a team stretched thin trying to balance phone calls with in-salon guest care, even with a remote call center in place.

[salon]718 turned to **Brook, the AI phone assistant**, to help manage calls, free up the team, and ensure guests always get the support they need.

Software:

Phorest

Brook Usage:

After-hours + Overflow
(Brook picks up after three rings and when closed.)

7 Locations



- Megan Schutte,
Remote Call
Center Manager



- Aicha Maillard,
Executive Assistant
to CEO

Brook Brings Relief to a Busy Call Center

At [salon]718, “busy” is an understatement. Calls pour in daily across seven Brooklyn locations, ranging from simple haircut requests to detailed service consultations. The call center team, based remotely, often struggled to keep up with the volume.

When the team introduced Brook, they weren’t looking to replace people—they were looking to give their people breathing room.

Brook is reducing stress for the team, and ultimately, clients are benefitting from it.

Feeling Less “On the Spot”

With Brook managing after-hours calls and jumping in during peak times, now call center agents start their day focused—not buried under a stack of voicemails. Before Brook, a typical morning meant calling back clients who left voicemails without always knowing what they really needed. As Megan, the Call Center Manager, explained, “When you call someone back at work, they can’t always explain the details of what they’re looking for in an appointment. You end up needing a bit of discussion or another call later.”

Now, Brook either books the appointment after hours, or if there are still questions from the client, Brook captures the request in full and delivers a clear summary to the team. **Agents can review the client’s history and preview solutions before ever dialing back.**

“Brook’s summaries save us so much time. Instead of asking 10 questions when we return a call, we often already know exactly what the client needs when we call back,” says Megan.

Faster Call Backs

Before calling a client back, the call center team can pull up the client’s history and see, for example, this client was trying to book a gloss, but she usually gets highlights.

“We can go in already knowing that she wants to change her color service. So I’ve already prepared my mindset for color conversations,” says Megan. “You don’t have to do the discovery part of the call. You can just say, ‘Hey, I saw you tried to call us and it looks like you were interested in changing to single-process color from highlights.’ **And the client says, ‘Oh, yes, that’s exactly what I wanted!’”**



More Time for Complex Calls

Brook immediately handles those quick phone calls like “What time was my appointment?” and “Can I book a barber cut tomorrow?” With the call volume decreased for simpler requests, the team notices that they have more time to take better care of guests in phone calls for more complex appointments.

“Clients seem to enjoy the option of having someone answering the phone 24/7.”

-Aicha

But Brook can handle the more advanced bookings, too, because she connects directly with Phorest and uses the client’s service history to personalize recommendations. Instead of guests guessing online about what to book, she asks them: “Would you like the same balayage you had last visit?”

The call center is set up so if there are two agents working, and both are already on a phone call with a client, the third call goes to Brook. Clients like the speed and ease of booking through Brook, while still having the option to speak to a person if preferred.

If they choose to talk to a live agent, they go back into the loop until one of the agents gets free.

“It’s so much easier to upsell when Brook has already mentioned it.”

-Megan

Supporting Sales Naturally

Aicha says one of the best tweaks they made once they got Brook up and running was prioritizing new talent at the top of the list, and keeping stylists with a fuller schedule toward the bottom of the list. So the newer talent gets the most booking help, since they need it the most.

Brook also plants the seed for service upgrades, introducing add-ons like glosses or treatments. Later, when agents follow up, the conversation is smoother—the guest has already heard the option once from Brook and had the opportunity to check pricing and think about it.



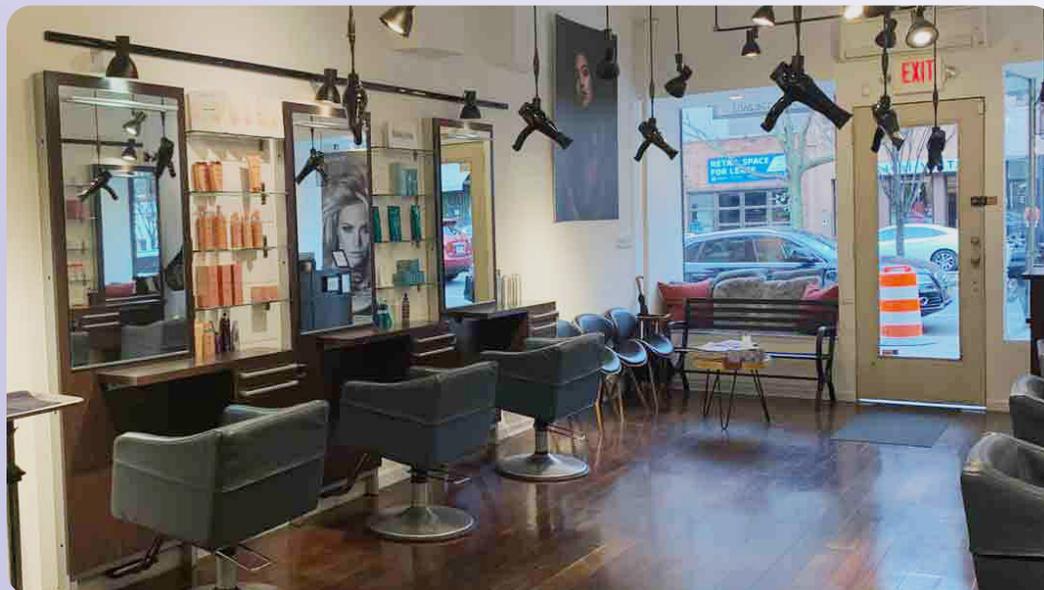
Handling Cancellations with Care

When needed, Brook also informs clients of the salon's 24-hour cancellation policy, politely noting when an appointment cannot be canceled due to timing. When an agent follows up, they already know the client has been informed.

Megan explains, "Sometimes a client calls at 7 a.m., saying they're not feeling well. Brook has already shared the policy, and says we will call them back, so we know what's going on before we even pick up."

"We can use our judgment: if this is a client who rarely misses appointments, we might waive the policy and accommodate them. But if someone has a history of frequent cancellations, we stick to the rules to respect the stylist's time," says Megan.

By combining Brook's consistent policy enforcement with the team's personal touch, the salon ensures fairness, protects the schedule, and still responds empathetically to genuine emergencies.



Smart and Getting Smarter

The team describes Brook as "a face to any software booking features. Whatever we have available or set up on Phorest, this is the mirror."

This is the virtual version of the software talking to the client. That's brilliant.

-Megan

The [salon]718 team feels like Brook is getting better and better, customizing to their needs. They've gotten good feedback from clients that it's easy to navigate, that it's nicely set up, and that she really understands different terms as well. Megan explains, "Clients don't need to say exactly, 'I want to shampoo and blow

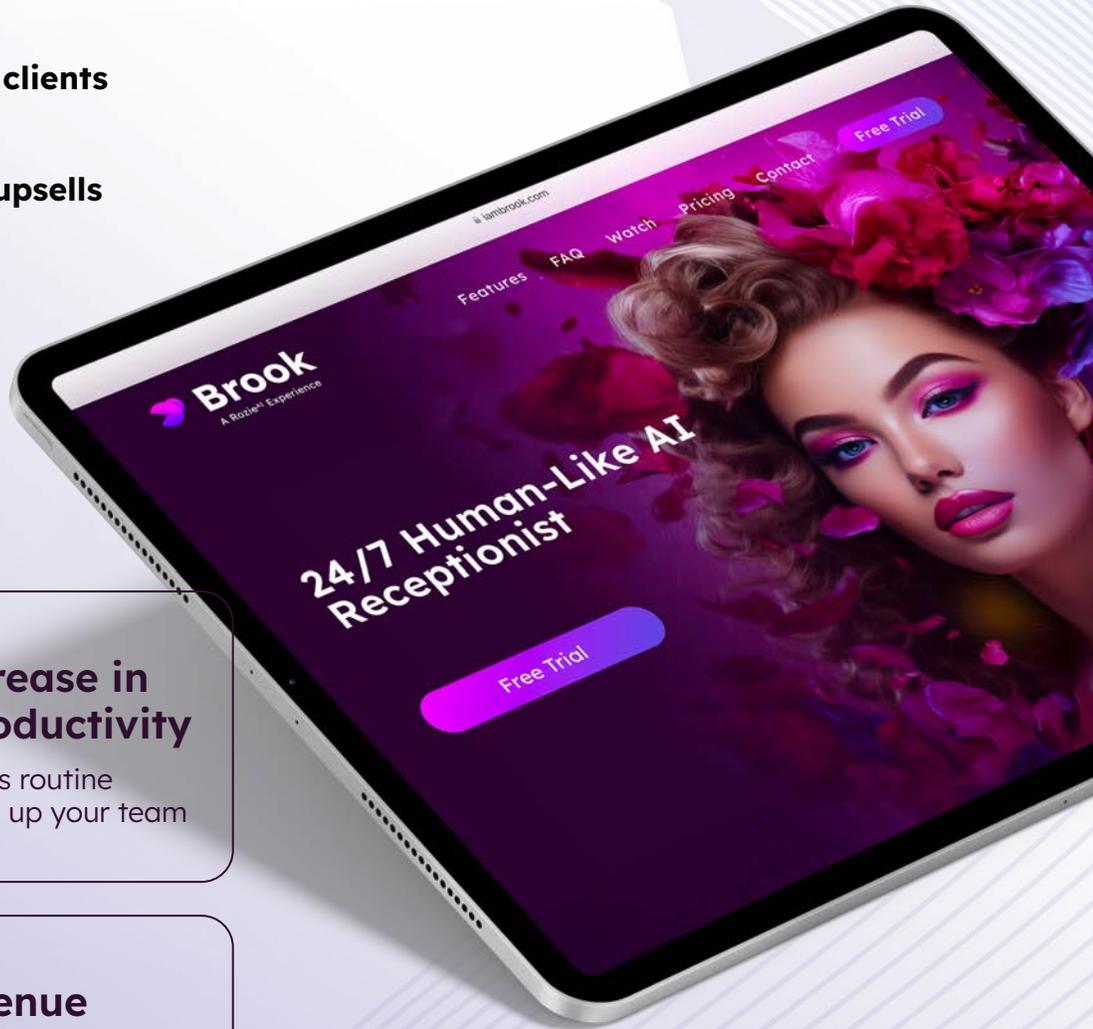
out.' She will take the phrase 'blow dry.' If they say, 'I want to have a root touch-up,' she will suggest single-process color. And her intelligence is growing with time as well."

Since using Brook, the team reports:

-  **Better customer service**
-  **Less stressed team**
-  **Faster decisions from clients**
-  **Increased interest in upsells**

Want to Explore AI for Your Salon?

If your front desk or call center feels overwhelmed—or your team is stuck juggling phones instead of serving guests—it might be time to explore Brook.



Proven Results:



20% Increase in Team Productivity

Brook handles routine tasks, freeing up your team



12% Revenue Growth

More interactions lead to more sales opportunities