



SHE Hair by SO.CAP.USA

Testimonial: “Call Loop is very easy to use and allowed me to rekindle some of my inactive customers from 4-5 years ago. Just one SMS text generated over \$2000 worth of business!” –RJ Attaway, *SHE Hair*

### **The Business Challenge**

The beauty industry is one where it can sometimes be difficult to retain loyal customers. And when it comes to premiere beauty services, such as hair extensions, sometimes customers have difficulty justifying their upkeep. If you don't keep in contact with your customers and offer them incentives, these kind of services are the first to fall by the wayside when tightening their financial belts.

### **How Call Loop Helped**

I was able to import all my contacts to Call Loop and create lists based on customers I would like to get back in touch with, as well as those I would like to keep informed of new products and services. I created special coupons and discount offers that drove sales and brought back customers that I had not seen in years. With Call Loop's software, I can also set SMS appointment reminders and follow-ups, freeing my time and letting customers get notified at their convenience.

### **The Results**

I have returning customers that I had not seen in years come back for services once again. The rekindled relationship has led to more frequent visits as well as new customer referrals. Call Loop has helped me greatly and freed up my time as I no longer have to text or call customers one by one. I have more time to devote to doing what I love and making my clients feel beautiful!