



Testimonial: “Call Loop is one of the best small business operations decisions I've made in the last 20 years. From following up with new leads, to scheduling classes and appointments, to sharing content with current students, Call Loops makes everything quick and easy at the click of a button”.

### **The Business Challenge**

Managing the operations of a small business while also running and teaching classes requires that I wear many hats. However, each of these tasks can be very time consuming and can take away from the time I spend in the dojo. I needed a way to keep in contact with my students while also making sure I was getting new leads and following up with new opportunities.

### **How Call Loop Helped**

With Call Loop’s software, I could set up SMS messages that would text new leads automatically. I was able to use texts to schedule appointments and create reminders, which prevented no-shows and allowed students to keep track of their calendars on their time. With the touch of a button, I could keep my students informed of new classes, opportunities, or information that I wanted to share with all of them instantaneously, without having to text or call each number one by one.

### **The Results**

My scheduling system is now completely automated and therefore I have fewer no-shows than before. When there is someone who cancels, I know right away and can fill their spot. Following up with new leads has never been easier, and I can now save time by setting up bulk SMS that will go out to all of my students. I’ve also created lists per class, so that any changes or notifications are sent to that group at the click of a button.

