

Call Center Solution for Salons

The salon chain leverages Ozonetel's Contact Center Solution to remind customers about upcoming appointments and ongoing offers.



Use case

Service & Support

Industry

Health & Hospitality

Impact

Personalized conversations and high CSAT



Challenges

Sugar Plum believes in high-touch service with special attention to clients' preferences. To offer such personalized service, they needed a contact center solution with deep CRM integrations



Solution

Ozonetel's integration with Sugar Plum's CRM ensured that when customers call to make appointments, the agent would be aware of their preferences and specific needs.



Results

Sugar Plum was able to ensure timely phone calls to remind customers about upcoming appointments. The agents' awareness of customer preferences led to high customer satisfaction.

Ensuring High-touch, Personalized Service

A salon or spa chain that provides personal grooming services, understands how important it is to pamper its customers while making them feel safe and comfortable. A phone consultation before scheduling the service offers customers the personal touch that they need to feel ready for their next appointment. Staff members build strong relationships with each customer and call them regularly to book appointments using our CRM-integrated solution.

A personal grooming salon's customers naturally prefer discretion and a high level of personal attention. When customers call to make appointments, they appreciate it if the agent is aware of their preferences, of the stylists, specific needs, etc. Repeat customers like to be reminded of discount offers and new services as soon as it becomes available. Salons need a contact center solution that supports these personalized interactions while deeply integrating with their CRM.

Ozonetel's Contact Center Solution for Salons & Spas



Proactive Personalized Support

Ozonetel's cloud solution deeply integrates with a spa and salon CRM solution. The system reminds agents when to call repeat customers. Agents use click-to-call features directly from the CRM window and remind the customers of their next session. Our integrated solution enables agents to view relevant customer information on their dashboards. This screen pop feature makes it easy for agents to offer recommendations while on the call.

Easy Call Monitoring & Tracking

The system tracks all incoming and outgoing calls and automatically logs them into the CRM, making it easy to track, add notes, stay organized, and follow up.

No Infrastructure or Equipment Costs Incurred

Ozonetel's cloud solution does not require you to purchase new tools and spend time training your agents on how to use them.

Key Benefits

A hassle-free deployment ensured Sugar Plum's contact center operation was up & running in a matter of days. Deep CRM integration enabled Sugar Plum to deliver end-to-end personal care sessions while protecting the privacy of every customer. From offering a unified view of customers by virtue of screen pop to auto-call logging without any manual effort, Ozonetel ensured appointment scheduling to session feedback became a 24x7 seamless process at Sugar Plum.



About Ozonetel

Ozonetel is an industry leader within the Customer Experience (CX) space, offering businesses a robust, omnichannel platform to manage end-to-end communication. The AI-powered platform has enabled 2,500+ businesses to manage and analyze interactions at every step of their customer journey — across both voice and digital channels.

[SCHEDULE DEMO](#)

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