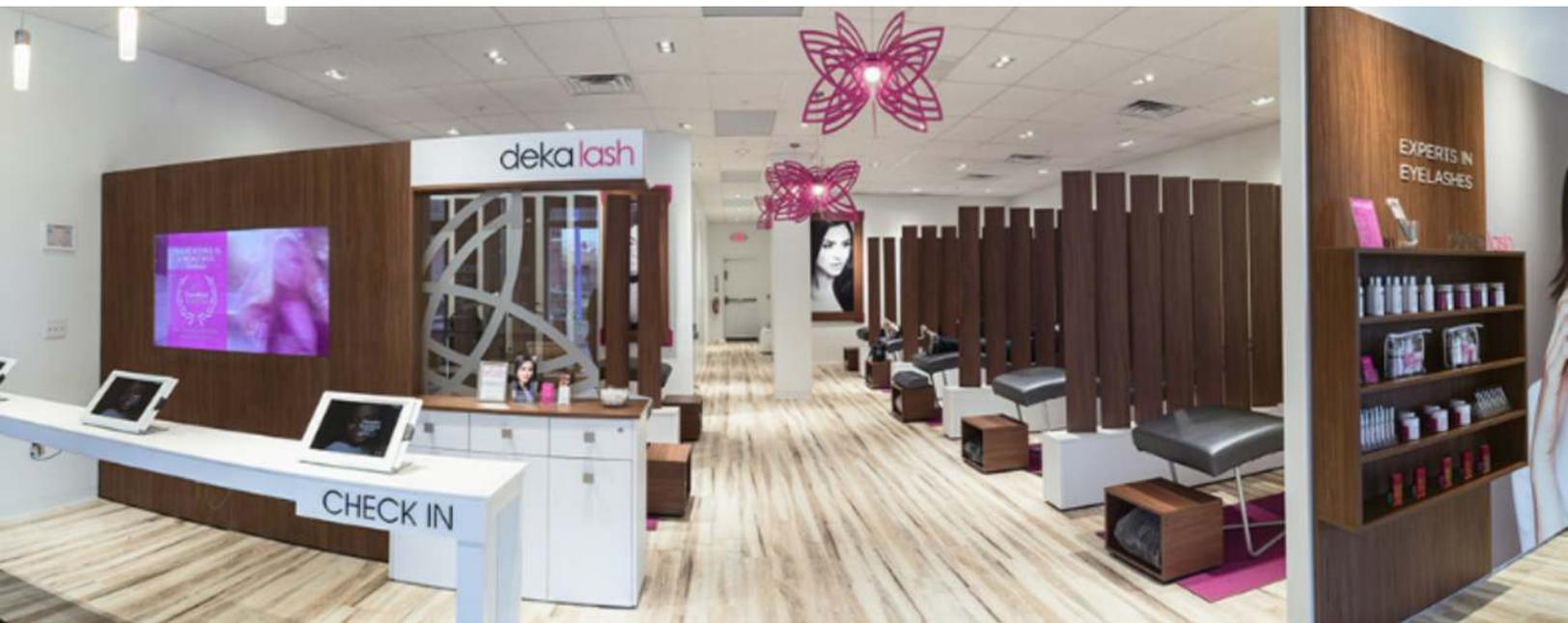




DEKA LASH Case Study

POWERED BY 



How Deka Lash Used MyTime to Get 3K New Bookings In a Month, Delivering a Superior Customer Experience

As the Chief Marketing and Technology Officer at Deka Lash, a multi-chain franchise beauty company that specializes in eyelash extensions, Marcus Slater is responsible for managing the technology used across over 80 of their Franchise locations, focusing on the entire customer experience.

Deka Lash was founded in 2011 on the belief that all beauty services should be attainable for everyone. Deka Lash's Founder, Jennifer Blair, noticed a gap in the beauty industry: services were only

available in select cities, prices were incredibly high and services were only available to certain consumers.

Fast forward to today, Deka Lash now has nearly 100 studio locations across the United States and continues to open a new studio every week.

In an effort to streamline their technology and put full focus into providing a superior customer experience, Deka Lash turned to MyTime.

WITH 

+3,000

in new bookings
within the first month

83+

locations onboarded
in the first 5 months

THE CHALLENGE

For three years, Deka Lash was using a software called Booker for their scheduling software. As Deka Lash started to grow, they realized they needed a more flexible software that could be customized and grow with the company, while still allowing them to increase revenue. Ultimately, Marcus and his team needed to move to a software that had the ability to integrate more technology, without having to use different systems for each of their use cases.

“We needed to really be able to integrate more technology. There's a lot of operational things that we love about MyTime and that our team loves about MyTime. From a customer acquisition standpoint, Booker failed on all of those fronts; being able to have the tech to integrate, to understand

acquisition, what's happening, the why's — all of those things.”

TECHNOLOGY

As Marcus focused on the franchisee experience, he identified the ultimate goal was simplifying their technology stack and offering a more comprehensive, all-in-one tool to help each location acquire, retain, and delight their customers. Each time Deka Lash implemented a new single point solution or tool, they had to train Franchisees and staff on that system, create accounts or filters by location, and use excessive time and resources —the training and support burden was immense.

AUTOMATION

Prior to MyTime, Deka Lash was averaging followed up with in a consistent way was a big pain

point. Location owners simply didn't have the bandwidth to go into separate tools and manage marketing software to follow up with each lead manually.

DIGITAL TRANSFORMATION

In response to COVID, Franchise businesses worldwide were forced into digital transformation. There was an absolute need for a mobile app to allow for things like touchless payments and automatic guest check-in. This transformation included a need to understand customer data across all locations and channels. Deka Lash created a COVID response team to explore and identify the best ways to communicate and establish a safe customer experience for both Franchisees and their loyal customers.



THE SOLUTION

MyTime's ability to integrate all disparate Franchisor tools into one complete solution that not only acts as the POS and scheduling system, but also marketing and review management, was the leading factor in Deka Lash's decision to migrate from Booker.

INTEGRATIONS

Deka Lash needed to integrate into all the platforms their customers were using. MyTime provided integrations with Google, Facebook, and Instagram allowing for direct bookings within these platforms.

Most significantly, being able to leverage Google Reserve was a huge advantage. This particular integration was one that Deka Lash was not able to access with their previous vendors, and resulted in a surge of net new bookings.

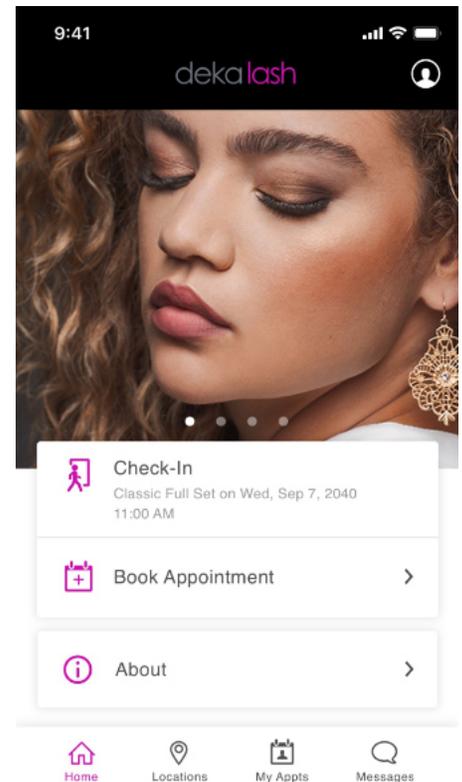
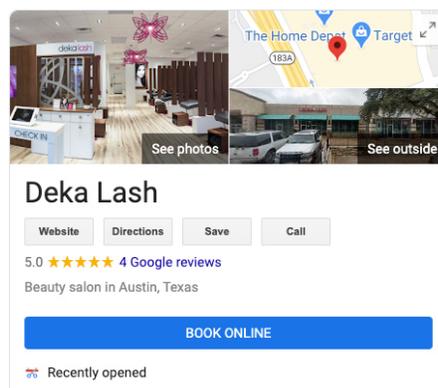
REPUTATION MANAGEMENT

Automating the reputation management component of the business solved a process that was manual and less timely. With MyTime, clients received an automated text message asking them to review the service immediately after their appointment. The reviews were automatically pushed to review platforms Deka Lash selected, such as Facebook and Google Reviews.

BRANDED MOBILE APP

One of the most exciting features for Deka Lash was the ability to white-label a custom branded mobile app. In response to COVID, this was the perfect tool for them to maintain close communication with their customers. At the beginning of COVID, almost every studio was closed, but because of the app's ability to automate a touchless check-in experience via the mobile app, and send out any pertinent communications prior to appointment, Deka Lash studios were able to reopen quickly.

"The mobile app has changed things for us dramatically. We were excited to have it and offer it. We did not think that it would take off and do so well on bookings. Last month's bookings over the app were in the 3 to 4,000 range of new bookings. We didn't expect that at all and it's something we've never had as a company."



PARTNERSHIP

While comparing other softwares with similar capabilities, Deka Lash decided to go with MyTime because of the ability to scale and grow with the company. The alternatives were too rigid in structure, with limited ability to customize and access to support. At the end of the day, they were simply not as accommodating as MyTime. Deka Lash wanted the ability to craft a partnership that would scale through their next 10-20 years of growth, and they saw that in MyTime.

FAST IMPLEMENTATION & OUTSTANDING SUPPORT

The white glove implementation and support team was a key deciding factor in moving forward with MyTime. With other competitors, Deka Lash experienced implementation and roll-out times of more than a year. MyTime was able to roll-out their all-in-one solution for

over 83 Deka Lash locations in under five months.

“We honestly thought that moving the entire system, we would still be troubleshooting until this day. But we went through about seven to 10 days of major ticketing, just onboarding and training, and after that it was pretty seamless.”

Unlike other competitors, MyTime’s support team responded same-day, and remained available at all hours. With weekly product development meetings, MyTime continued their dedication to building a solution that was tailored to Deka Lash and their business needs.



THE RESULTS

COST SAVINGS

By having an all-in-onesolution, Deka Lash was able to avoid using a variety of other costly systems and paying per license for their 84+ franchise locations, allowing for meaningful cost savings.

Additionally, by automating many of their manual business processes, Deka Lash saw significant reduction in operating costs.

“It’s like switching from Android to Apple, right. It just takes a little time, but your life will be a lot better.”

INCREASED BOOKINGS

After implementing MyTime, Deka Lash saw their highest revenue numbers in Deka Lash history, with 3,000+ appointment bookings coming through the mobile app every month. By leveraging Google Reserve, an exclusive integration to MyTime, Deka Lash saw an additional 500+ new bookings a month, with fewer than .05% no-shows.

THRIVING DURING COVID

Deka Lash was able to come out of COVID stronger than before, not only maintaining, but growing their business during this time. Deka Lash remained dedicated to providing the best customer experience, and having MyTime and the mobile app during COVID

allowed them to provide the safe, tailored experience their customers were looking for.

“It’s been a while since we’ve found a partner that we were willing to risk our reputation on to recommend to other companies, especially when it comes to POS.”

MyTime is Deka Lash’s partner for growth

MyTime’s commitment to their customer’s business needs is why Deka Lash chose them as their long term partner. By migrating from Booker to MyTime, Deka Lash has been able to deliver a superior customer experience and increase revenue across the entire company.