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**Michelle Steimann,**  
Director of Facilities

## Introduction

Having been in business 26 years, Ginger Bay Salon & Spa is one of the premier salons and spas in the nation. Along with numerous accolades, Ginger Bay has been awarded as a Top 200 Salon & Spa in the nation for 16 years by Salon Today Magazine. Today, Ginger Bay Salon and Spa has two locations in the St. Louis area.

## Challenges

Efficient communication is critical in the salon industry to capture new guests, keep existing guests happy, and schedule appointments. Because of Ginger Bay's premier status, they receive thousands of calls a week from guests needing to book appointments or reschedule services. Customer service is paramount to Ginger Bay as they consistently strive to overachieve for their guests.

According to Michelle Steimann, Director of Facilities at Ginger Bay, "the high call volume was producing a strain on our call center and led to longer than desirable wait times. The long wait times then translated to higher abandoned call rates and sometimes a lost opportunity with a guest." Michelle knew she needed to find a solution to decrease wait times and a more efficient way for guests to reach out to the salon.

## Opportunity

Textel came to Ginger Bay with a simple solution: text-enable both locations' existing business phone numbers, so guests can text them at the same number they were already calling. Before Ginger Bay launched their new solution and informed their guests, they already began receiving texts! A VIP client had a medical emergency over the weekend and texted Ginger Bay to cancel the appointment, hoping it would go through. Because Ginger Bay had text-enabled their number with Textel, they received the message and could respond right away!

## Results

Michelle notes that "the customer feedback has been overwhelmingly positive! Not only has Textel helped cut down the call volume and abandoned call rates, but it has also helped us with engagement. We advertised a promotion via text and had over 300 texts come in within the first 45 minutes! Our customers love that they don't have to call us but can simply send a text. Textel has also maximized our employee's time since they can easily text a guest back while checking out a guest standing at the counter." An average call takes around 5-7 minutes while sending a text can be as quick as 30 seconds. This has helped Ginger Bay free up their front desk to take care of guests more efficiently than ever before.



Textel, a St. Louis-based company, provides an extensive platform that allows businesses to communicate with their customers, using their existing business phone number. Textel strives to modernize businesses by allowing them to communicate with their customers via text. For more information, visit [www.textel.net](http://www.textel.net).

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