

This review is framed as a practical business audit, not a technical teardown. The focus is on where response, booking, follow-up, and communication gaps are likely costing time or revenue.

**BUSINESS**

Elm Street Studio

**INDUSTRY**

Salons

**WEBSITE**

<https://elmstreetstudio.example>

**PREPARED**

April 18, 2026

## Section A — Observations

- Lead capture relies mainly on manual scheduling by front-desk staff, creating potential delays.
- No visible automated booking flow or online scheduling options for customers.
- No clear urgency or follow-up system to re-engage missed calls or appointment no-shows.

## Section B — Where Opportunities Are Being Missed

- Automate scheduling and rebooking to reduce front-desk workload and minimize lost revenue from missed calls.
- Implement reminder and follow-up systems to improve appointment adherence and customer retention.
- Enhance multi-channel communication to reduce friction and make contacting the salon more convenient for clients.

## Section C — Recommendations

**01**

### Introduce Online Booking Platform

Integrate an automated online booking system that allows customers to schedule and reschedule appointments without front-desk involvement. This reduces friction and frees staff to focus on in-person client care.

**02**

### Implement Automated Reminders and Follow-ups

Set up automated appointment reminders and missed-call follow-up workflows via SMS or email. This decreases no-shows and recaptures potential lost revenue from unreturned calls.

**03**

### Expand Contact Channels and After-Hours Handling

Add convenient contact options such as messaging or chat and consider after-hours response solutions to capture leads outside business hours and reduce missed opportunities.

## Section D — Summary

Elm Street Studio currently relies heavily on manual scheduling processes that create friction for both staff and customers, leading to potential lost bookings and inefficiencies. By automating booking and follow-up workflows and broadening communication channels, the salon can increase bookings, improve customer experience, and reduce operational drag.

## Section E — Soft CTA

No pressure — happy to walk through a few ideas if helpful.

### **Rob Treese**

Side By Tech

(585) 537-1181

[rob.treese@sidebytech.net](mailto:rob.treese@sidebytech.net)

<https://sidebytech.net>

Suggested next step: quick operations audit



Scan to book

Most systems stop at basic logs. We can build custom dashboards and reporting around what your business actually needs to see, track, and optimize. If you can describe it, we can build it.