

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**

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## Section A — Observations

- Lead capture relies primarily on manual scheduling at the front desk, which can create delays and friction for customers trying to book or rebook services.
- No evident online booking system, increasing the risk of lost appointments and higher staff workload.
- Communication appears to depend heavily on phone calls with limited follow-up automation, leading to potential missed opportunities from unattended calls or no-shows.

## Section B — Where Opportunities Are Being Missed

- Implementing an online booking platform to reduce front-desk drag and provide customers with self-service convenience.
- Introducing automated appointment reminders and missed-call follow-up to decrease no-shows and recover lost leads.
- Streamlining communication channels to ensure faster response times and consistent engagement, improving customer satisfaction and retention.

## Section C — Recommendations

**01 Adopt an Integrated Online Booking System**

Shift from manual scheduling to a digital booking platform that allows clients to view availability and book appointments 24/7. This reduces front-desk workload and captures leads immediately, minimizing lost bookings.

**02 Implement Automated Reminders and Follow-Up**

Set up automated SMS or email reminders for upcoming appointments and follow-up messages for missed calls or no-shows. This will improve appointment adherence and recover potential revenue from missed opportunities.

**03 Enhance Communication Flow and Response Speed**

Introduce tools that consolidate inquiries from phone, email, and online forms into a single dashboard. Enable quick responses and track open leads to ensure no customer queries go unanswered, boosting conversion rates.

## Section D — Summary

Elm Street Studio currently relies on manual scheduling and phone-based communication, which creates bottlenecks in lead capture and booking efficiency. By integrating online booking and automating reminders and follow-ups, the studio can reduce staff load, improve customer experience, and increase revenue through better lead retention. Streamlining communication channels will further ensure timely responses and reduce missed opportunities.

## Section E — Soft CTA

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

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Suggested next step: quick operations audit



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