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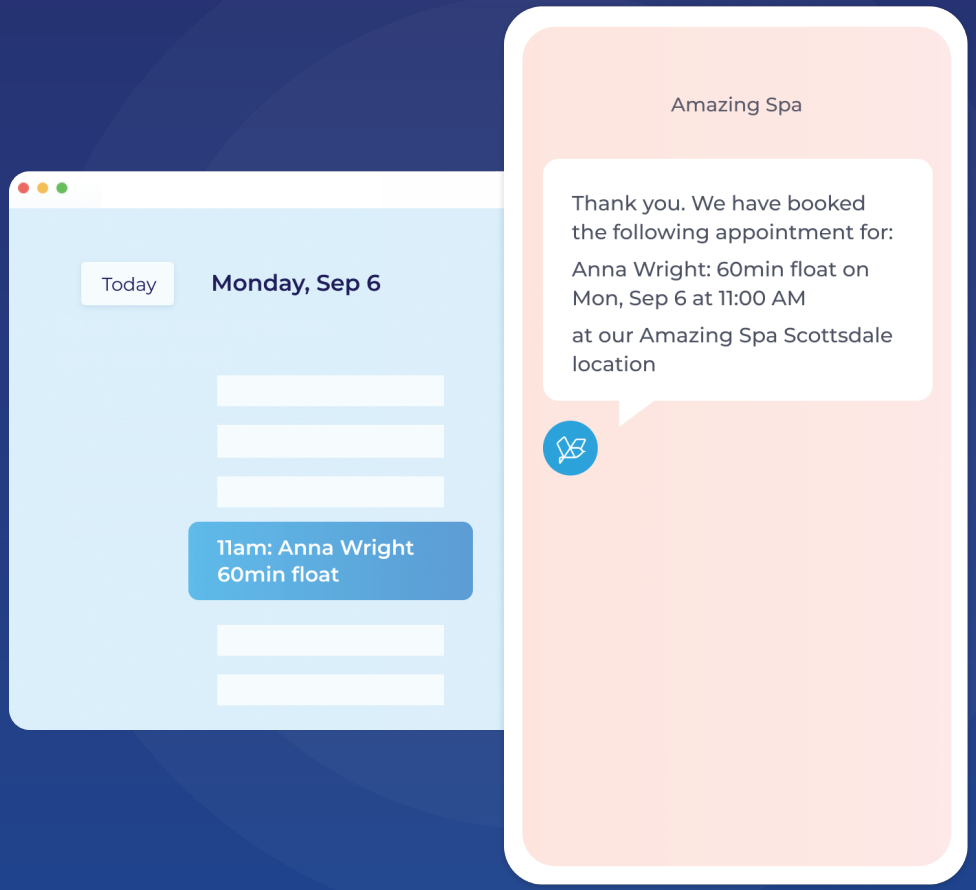
How to Never Miss a Lead with TrueLark Lead Engage

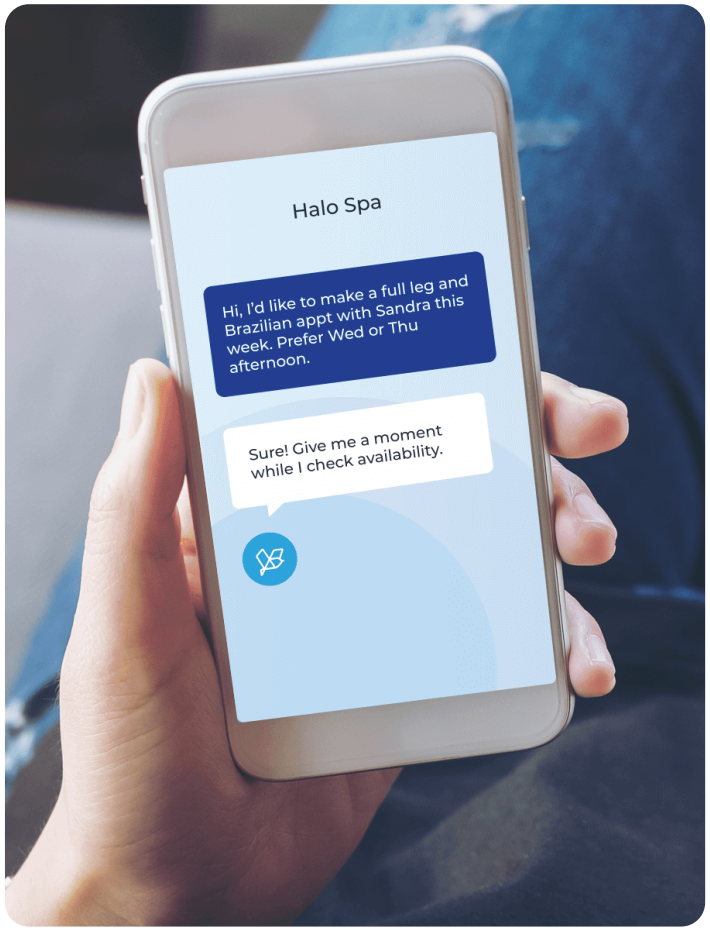


How to Never Miss a Lead with TrueLark Lead Engage

When someone reaches out to your salon to ask a question or schedule a service, you need to be able to connect with them immediately. Failing to do so may cost you business. In a worst-case scenario, customers may decide they cannot wait, and book an appointment with one of your competitors instead.

Forty-three percent of customers say that long wait times and being put on hold are their biggest frustrations, which significantly impacts the customer experience. With TrueLark, you will never miss connecting with a lead again. Whether a customer calls, texts, or fills out a marketing form, they will receive an immediate response. TrueLark can help make sure your warm leads never go cold.

If your staff is too busy to answer the phone, or customers call your salon after hours, those customers can still get the information they need and book appointments. TrueLark's Lead Engage can seamlessly integrate with your salon software to enhance your marketing and significantly improve your lead generation.



What Can Lead Engage Do?

You want to run a marketing campaign or lead gen campaign that attracts potential customers. However, if you do not connect with your leads in a timely manner, you risk losing them or worse — driving them to seek services from a competitor.

When someone takes the time to fill out a form and provide you with their contact information, they expect a prompt response. TrueLark Lead Engage can interact with your clients via text and handle routine inquiries as soon as the leads come in.

Lead Engage can:

- Schedule customer appointments
- Answer customer questions
- Provide you with details about your marketing campaign

When you get a lead from an online lead platform, the lead will automatically be transferred into Lead Engage using a webbook. This allows Lead Engage to collect lead contact information and follow up by text regardless of when someone contacts you. This can generate significantly more business and improve the customer experience.

Forty percent of appointments are booked after hours. When you provide an immediate response, you increase the odds that a customer will book with you versus seeking services elsewhere. Lead Engage uses AI to connect with customers so that they receive a fast, warm, and precise response. If customers are inquiring about a specific offer or location, Lead Engage will provide those details and tailor them to future conversations for the next time they call.

Lead Engage looks for contextual signals, provides answers, and automatically schedules services in conjunction with your MedSpa booking software. With Lead Engage, you can improve your booking rates by 35% or more. Over time, TrueLark's Lead Engage AI-powered software will learn which responses perform best to optimize your results.

Make Your Marketing Work Better

Most spas and salons spend a considerable amount of time and money on marketing. Yet, follow-up often suffers. We find that leads often get collected from lead capture forms or social media platforms that provide a data dump of contact information; however, the staff is too busy to circle back quickly. It is not uncommon for lead follow-up to take hours or even days. It can also take additional time to reach potential clients, depending on their availability.

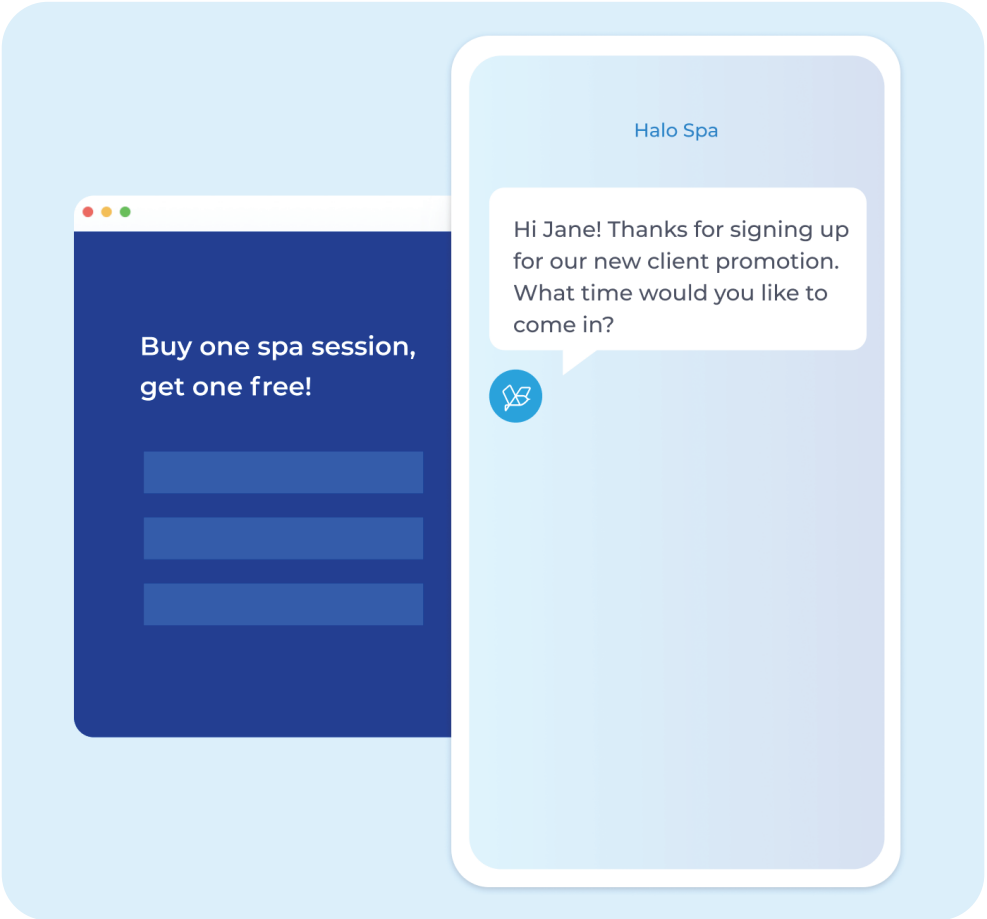
While some customers may wait for a callback, many become frustrated and choose to take their business elsewhere. Customer attention can drop off quickly, and every minute that passes before they receive a response increases the odds that they book with a competitor.

Lead Engage makes your marketing dollars work more effectively by taking immediate action to convert leads into customers and fill up your appointment book.

Provide Consistency

True Lark's Lead Engage also improves the customer experience by providing a consistent approach to interactions. Different employees may respond differently to customer inquiries. Some may be notably more experienced in turning leads into clients than others. And, if you have multiple locations, getting all of your staff on the same page can be even more challenging.

With Lead Engage, you get a scalable solution that handles customer inquiries in the best possible way, and you can guarantee its consistency.



TrueLark Works for You 24/7

Fifty-eight percent of businesses say lead generation is their biggest challenge. When you get a lead, you must act quickly if you want to turn that lead into a client.

Lead Engage works with your MedSpa booking software or as a stand-alone option with TrueLark's salon software. With Lead Engage, you will never miss an opportunity to book an appointment, regardless of where the lead came from.

TrueLark handles more than five million contacts and books more than $24,000 of new appointments daily.

Let TrueLark pick up the slack so you can stay ahead of the competition.
Book a demo to learn more about TrueLark's Lead Engage.

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