



How CommVersion booked **176 appointments in total over three months** for Blush & Blow.

The Client

Blush & Blow was founded by Bridget O’Keeffe, makeup artist, beauty blogger, and entrepreneur. Her mantra is ‘Blow-dries are a girl’s best friend’ As an SW6 resident herself, she knew exactly what was missing and so the creation of Blush + Blow was masterminded. With a background in beauty, she decided to fuse the two together and this led to the birth of Blush + Blow.

Challenge

Blush and Blow wanted to reduce their time spent on the phone by getting someone to talk to their prospective clients, explain the services provided by the business in detail, explain the offers, and book appointments in their internal appointment booking system.

Solution

Blush and Blow partnered with CommVersion to initiate their Lead Generation service on their websites. The aim was to engage with the website visitors and provide them with relevant information regarding the various services and offers that Blush and Blow that to offer, and book appointments on their behalf.

In collaboration with Blush and Blow, CommVersion covered various elements of the business and trained their agents significantly, in order to recognize the intent and convert the website visitor into a qualified lead, consequently increasing the number of appointment bookings from the website.

Results

In less than three months, CommVersion's Lead Generation service was successful in generating 176 appointments in total, by the end of August 2018.



176

Appointments Generated in Total



90%

Customer Satisfaction (CSAT) Rating



35%

Engagement to Lead Conversion

What website visitors had to say...

It is so helpful.
The assistant is
brilliant.
Thanks

Fast
answers
and very
effective!

Really efficient and
great service. Booked
appointments for my
friend and I with
minimal fuss!



Bridget O'Keeffe

Founder
Blush + Blow

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CommVersion is the best tool we have at helping us to get on with jobs that generate turnover. The customer service from them is unreal and their willingness to adapt their offering to suit our company needs has been priceless!

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