

Birds Barbershop Drives 60% Increase in Self-Service Bookings

The Problem

Birds Barbershop was looking to elevate customer experience through touchless, self-service booking capabilities that prioritizes both guest and provider safety. They hoped to empower guests to come in for their services without needing to stand in line, touch any devices or require any unnecessary physical interactions. Birds also sought to eliminate bottlenecks at the front desk and create a frictionless check-in and check-out journey.

The Solution

Zenoti provided multiple self-service solutions to meet and exceed Birds Barbershop's needs. With the Consumer Mobile App (CMA), Birds enables their customers to use their own mobile device to book appointments, choose preferred services or providers, fill in forms, refer friends and more. Zenoti Go further enhances the CMA with geofencing, which recognizes when a customer arrives and sends an auto-prompt to check in. Guests can then choose to wait in their car until their provider is ready to avoid spending time in the waiting room. Once their service is complete, customers simply auto-pay through the app. Finally, Birds implemented Zenoti Webstore to maximize their appointment book and make it possible for guests to book online 24/7.



Results

*Jan 2020 – Jan 2021



60%

increase in self-service bookings



1,400

guests enrolled in Auto-Pay



21,000

appointments booked through CMA



85,000

appointments booked through Webstore

“Enabling our guests to manage their own appointment from start to finish has been a huge benefit for us. We’ve improved their experience by eliminating front desk lines and the phone doesn’t ring as much, so our team can focus 100% on taking care of customers in the chair.”

- Jayson Rapaport
Owner of Birds Barbershop

About the Brand

Birds Barbershop is a staple in neighborhoods throughout Austin, Texas. Their community-centered approach celebrates the local environment as much as Birds' array of services. An eight-time placer on Elle's list of the 100 Best Salons in America and a regular recipient of the Austin Chronicle's Best Haircut award, Birds sets the stage for barbershop services, both in the Lone Star State and beyond.