

Customer Success Story

Thousands of Customers, Online and In-Store Seamlessly Synced in Salesforce

A leading aesthetics brand, Ideal Image offers accessible and affordable aesthetics and wellness services, with consumer-friendly membership options at locations across North America.

- Multiple disconnected business entities manually processing payments led to missed revenue, service issues, and critically, missed opportunities to leverage valuable customer data.
- Migrating from a homegrown system to Salesforce, Ideal Image leveraged advanced applications, including payment processing with Chargent.
- Capturing customer payment data is simple, in-person with Chargent Terminal or online with payment request emails sent in just a few clicks. Automated recurring billing provides the seamless membership experience that customers expect while enabling the real-time visibility required for a digitally-driven organization.
- Automating payments in Salesforce helped Ideal Image achieve a 62% reduction in customer service cases caused by payment issues. Reducing time, effort, and expense around manual payment processing proved vital to scaling for growth - and doubling in size.

62%

reduction in payment-related
customer service cases

Customer:



Industry:

Health & Life Sciences

Salesforce Customer 360

