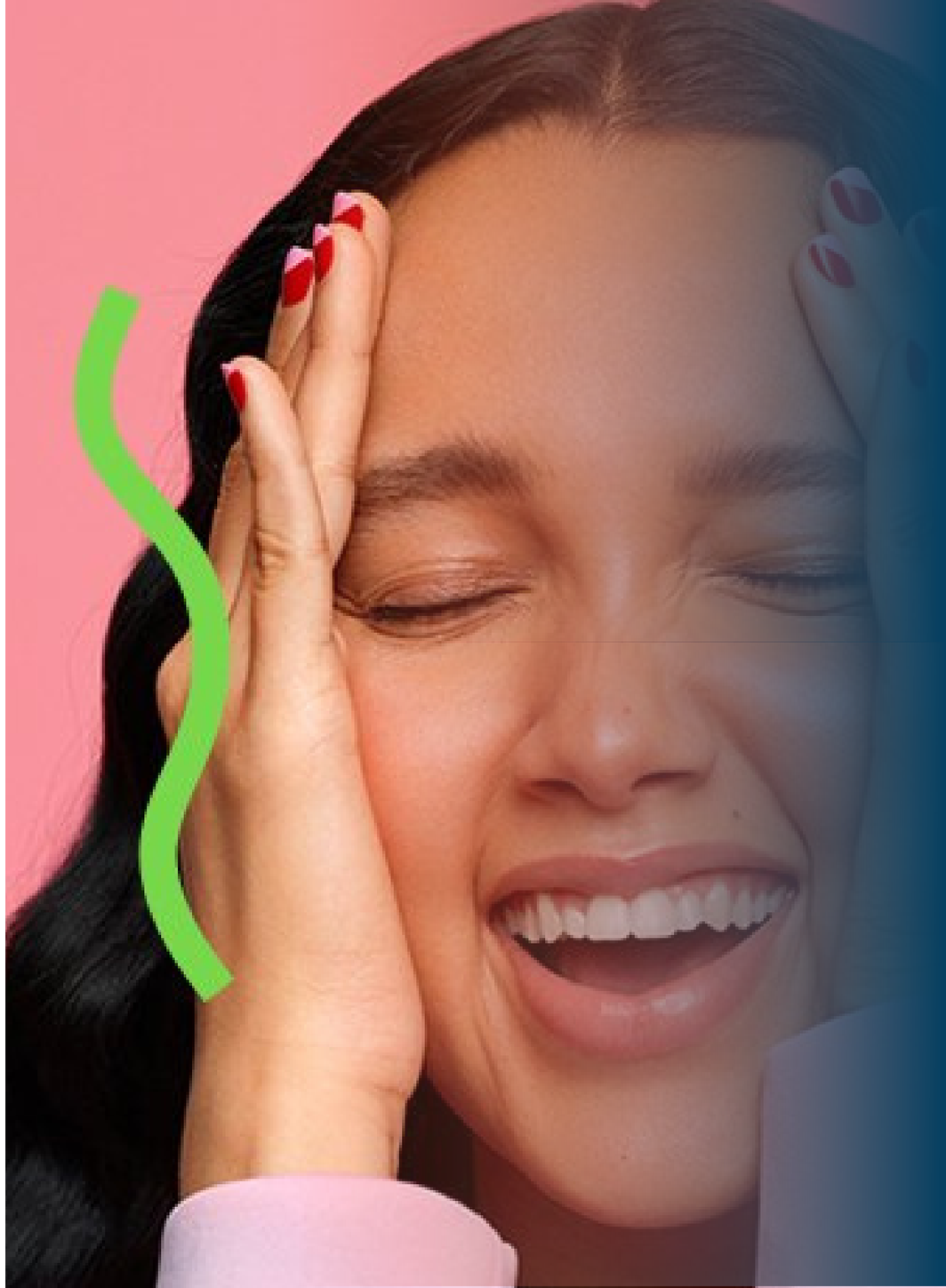
EMPAUA + treatwell

Customer Success Story



Treatwell - Customer Success Story
EMPAUA UK

Overview

About the company

Treatwell is the booking platform for beauty and wellness studios in Europe with over 25,000 spas, salons and studios integrated into its system across the continent. CEO, Lopo Champalimaud created Treatwell after he realised how fragmented the beauty service market was in Europe. Following this realisation, he set out to bring down the barriers to researching and booking beauty across Europe. With over 500 employees, Treatwell has attracted much attention and investment as it increases its expansion in 11 countries across Europe, and counting.

Company

treatwell

Industry

Technology

Sector

Information and Internet

Salesforce Solution Implemented

- Marketing Cloud

Customer Challenges

Accelerated growth across Europe

Rapid Growth and Expansion

Treatwell had been working with another CRM software provider for three years and felt they were reaching the limits of the provider's capabilities. With such accelerated growth across Europe, they concluded that a more flexible, scalable, robust system was needed, with more exceptional skills to automate the complexities involved with expanding into new territories (languages, currencies, location code specifications etc.).

Solutions

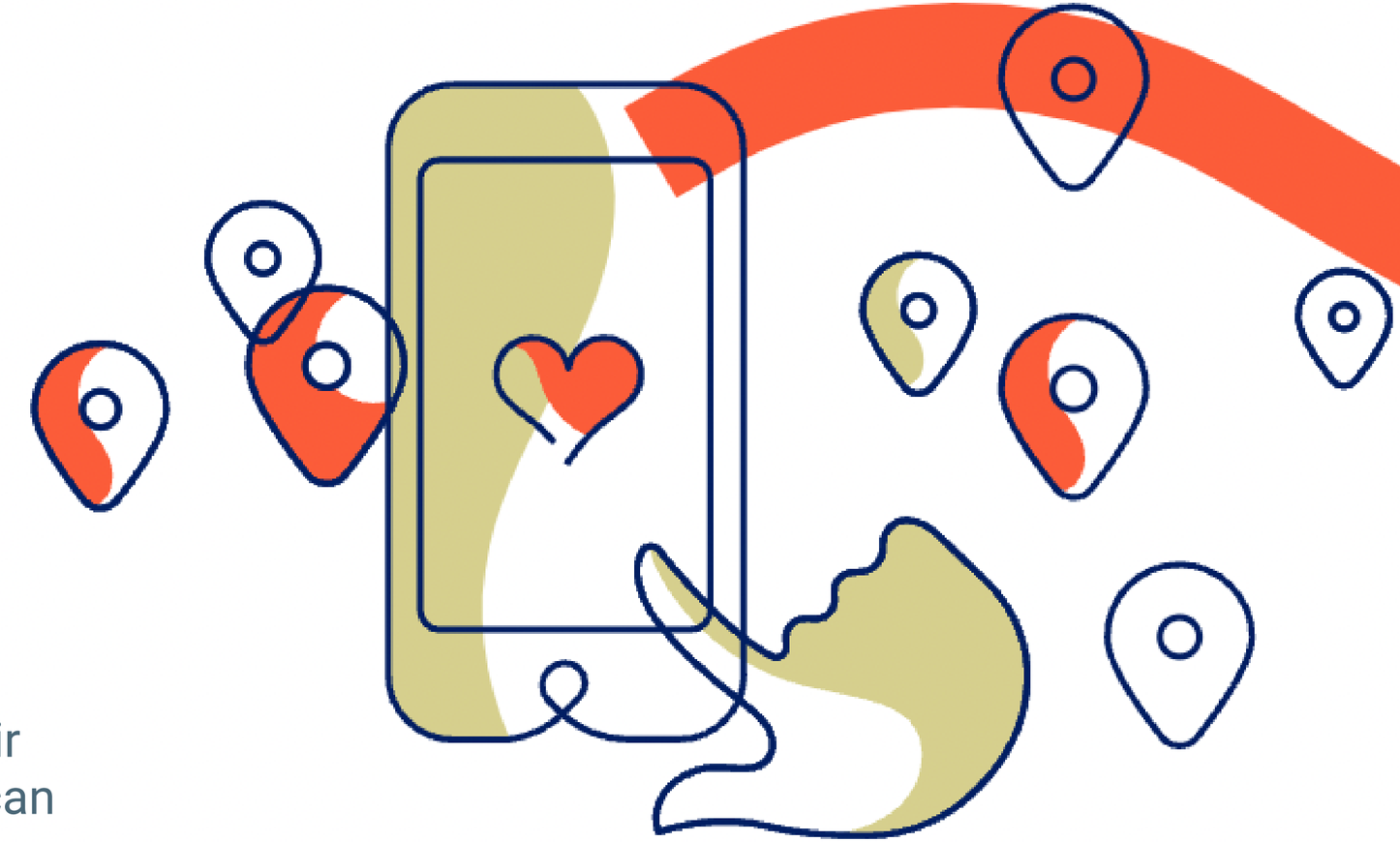
- EMPAUA worked alongside multiple internal Treatwell teams to integrate Salesforce Marketing Cloud within a three-month timeframe.
- The set-up involved a relational data model, which was then integrated from Treatwell's backend. That allowed for automation to have the two databases entirely in sync.
- EMPAUA then assisted in creating various email templates, developing complex AmpScript, which allowed highly personalised, targeted communications to be sent to customers based on their frequency, monetary and location behaviours.
- Lastly, EMPAUA designed and implemented new customer journeys to target customers based on their previous treatments to encourage them to re-book.

Results

- The solution has enabled Treatwell to automate, identify and encourage their customer base to book more frequently, including winning-back 'dormant' customers.

- They're able to analyse and segment their data using the Salesforce platform and can complete cross-channel communications more effectively within one product.

- That means, improved customer behaviour insights, allowing for better understanding of customer retention.



Smooth and successful migrationon from one email service provider

EMPAUA + treatwell

Antony Lea

Group CRM Director

> Migrating from one email service provider to another was an extremely daunting task for us. While we knew the limitations of our old provider well, we were entirely new to all the functionality provided by our new provider, so we needed a lot of help and guidance throughout the process.
>
> From the moment we engaged with EMPAUA, we found them to be open, driven and courageous - all of which are our company values - and soon developed tremendous trust in them and their approach.
>
> The team we dealt with directly were supportive, dedicated and flexible when working on delivering our requirements, and the best part was that we could completely trust them to deliver against what was briefed. I would have absolutely no hesitation in recommending EMPAUA to anyone about to migrate to Salesforce Marketing Cloud.

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