FINDINGS / OPPORTUNITIES / ACTION

Small changes. Better experiences.

A sample of the thinking behind a Digital Opportunity Audit.

This fictional beauty studio already takes online bookings. Its challenge is the uncertainty customers experience when choosing a treatment - and the repeated questions that uncertainty creates for reception.

The following pages show an example finding, a possible improvement and a practical plan for testing it.

This is an illustration of the approach, not a real client report or a claim of measured results. A commissioned audit is scoped to the business and the information available.

FINDING / BOOKING AND CUSTOMER ENQUIRIES

The calendar is there. The choice is less clear.

Example scenario: a customer already has gel polish and wants a new colour. The menu lists removal and application separately. The customer cannot tell which appointment includes both, so emails reception and waits.

What I would investigate

Walk through the booking journey on a phone. Check the service names and what is included. Review a sample of routine enquiries with the team to see which questions recur. Ask staff what they explain most often.

A small improvement to try first

Clarify the relevant service name and add one sentence explaining what is included. Link directly to that appointment type from the service description and the agreed reply template.

What this could improve

Customers can make a more informed booking choice. Reception may spend less time answering the same question. Both are possibilities to test, rather than guaranteed outcomes.

OPPORTUNITY / A BETTER FIRST DRAFT

Give reception a draft. Keep the judgement.

Once the studio has clear service descriptions and approved answers, an AI-assisted inbox could help staff prepare replies to routine booking questions.

Illustrative incoming question

"I had my gels done with you and want a new colour. Do I book removal too?"

Illustrative draft for a staff member to check

"Choose Gel Removal & Reapply. This appointment includes removing the gel we applied and putting on your new colour. Here is the link to see available times."

Keep the scope clear

Use only approved service information and booking links. A staff member checks every draft before sending. Questions about reactions, complaints, refunds, uncertain treatment history or anything outside the agreed information go to the team.

The system should not invent advice, confirm unavailable appointments or send replies on its own. Begin with fictional examples before any live pilot.

ACTION PLAN / PRIORITY AND MEASUREMENT

Change the obvious. Test the rest.

01 / DO FIRST

Clarify the booking choice

The website owner and reception agree the treatment wording. Update the relevant description, test the link on a phone and note how often customers still ask which appointment to choose.

02 / PILOT NEXT

Try draft replies for two weeks

The studio manager approves a small set of answers. Reception checks every draft and records time spent, corrections needed and cases that must be handled personally.

03 / REVIEW

Keep what earns its place

Compare the pilot with a baseline week of ordinary inbox work. Look at staff time, clarity for customers and incorrect drafts. Use what you learn to decide whether to keep, change or stop the pilot.

A real audit agrees the evidence needed, deliverables, timing and fee with the business before work begins.