

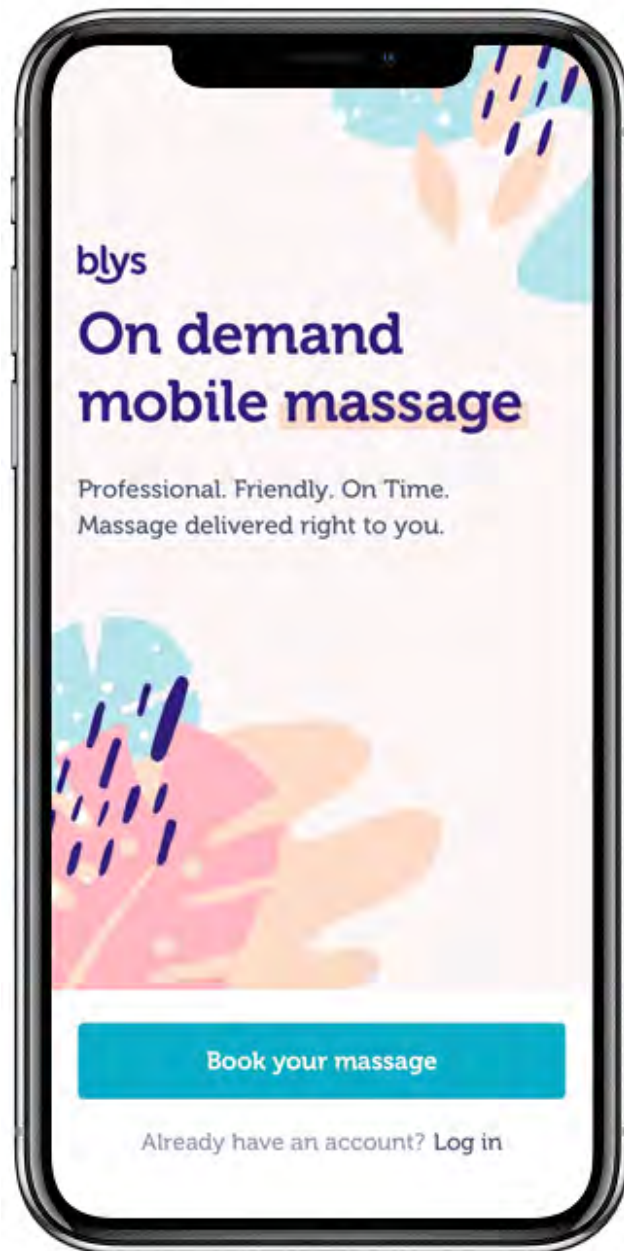


Case Study

SMS for On-Demand Economies

Blys

Burst  SMS



The Uber of Massages

Blys is Australia's #1 on-demand wellness app, and one of Australia's fastest growing wellness brands. Their mission is to improve the quality of life and overall happiness for people around the world, by providing easy to access wellness. Blys connects thousands of clients with qualified health and wellness practitioners across Australia and New Zealand, making it easier for them to access wellness services. Some customers describe them as the "Uber for Massages".





The Problem

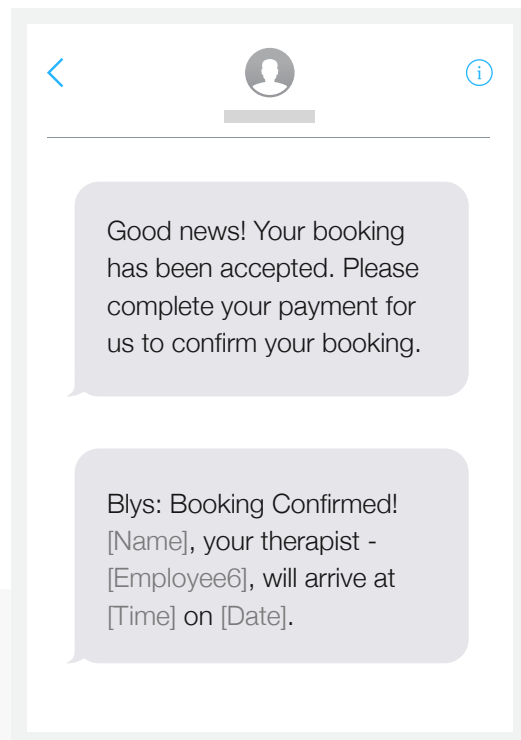
Handling multiple streams of communication

Customer expectations are high in the rapidly growing on-demand economy. This is especially true in areas such as response time, turn-around and booking efficiency. Typically the primary communication channels for online booking platforms are e-mail or in-app chat, but services like Blys need to have constant and seamless communication between multiple parties - clients, practitioners and within the company. They need a better way to manage multiple streams of communication in order to provide better customer experiences.

The Solution

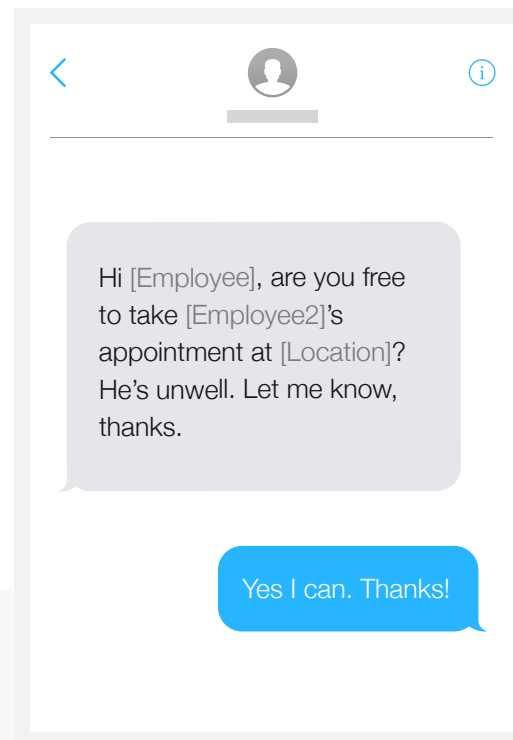
A direct, personalised experience

Blys chose SMS for its direct and personalised experience for communication. With the highest open rate of 98% of any communication channels like email, SMS ensures that their customers will not miss any important updates about their bookings, questions and promotions.



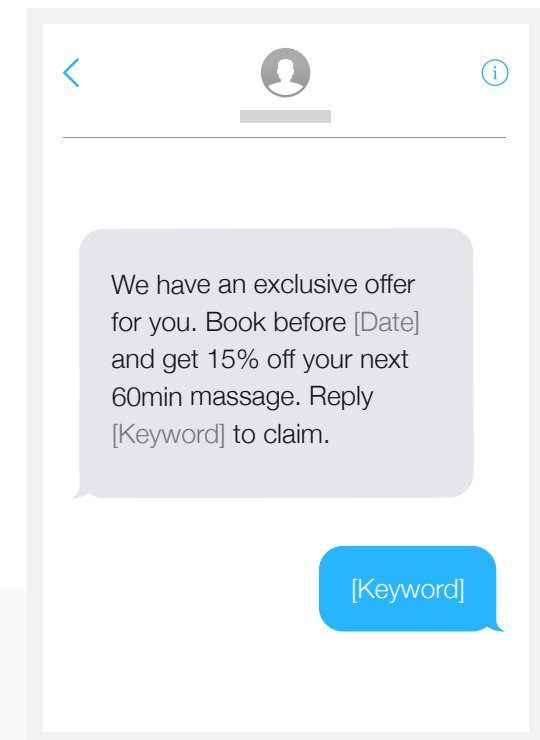
SMS for Alerts

Blys uses SMS Alerts to acknowledge and confirm appointments to ensure that no messages are lost from missed notifications or emails sent to junk.



SMS for Staffing

Staffing can be frictionless, personalised and easier with text messages. SMS is especially impactful for last minute arrangements or in emergency situations.



SMS for Lead Generation

Keywords can trigger instant responses to acknowledge, and to track promotion redemptions. SMS is one of the most affordable ways to generate new leads, and to promote recurring revenue.



In addition to being a fantastic SMS platform, one of the other reasons why we like working with Burst SMS is their local, Australia-based support and account team. They're **always very responsive** to all our enquiries or ideas on how we can make the most of the Burst SMS platform.

Ilter Dumduz, CEO of Blys



Burst **SMS**

Contact us to learn more about our
SMS for On-Demand Economies.

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Free Trial Available