



**“Having full-context conversation history from SMS-Magic helps us understand what has been sent to the customer across different departments and if those messages have been opened.”**

**- Camilla Mills**, Marketing Campaign Manager



## CASE STUDY

DaySmart Software is a business management and workflow solutions platform for businesses in the salon, spa, pet and tattoo industries. Founded in 1999, their software helps over 200,000 businesses simplify operations, automate client communication, and optimize appointment scheduling, business reporting and payment processing.

# Business Challenge

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DaySmart saw messaging as key to providing support to their customers and accelerating their sales productivity and revenue results. With clients in four different industries, it was important for DaySmart to find a solution that kept everything simple for their sales and support reps, while increasing the effectiveness of their outreach.

DaySmart realized they needed a text messaging solution that integrated with Salesforce, allowed campaign creation, full-context conversation histories and profiling.

## Solution

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DaySmart began looking for a new SMS provider because they wanted full-context messaging. They previously had no way to see what messages had been sent and they had no records or data to view past conversations. They also had no analytics to understand which messages were the most effective and engaging. They looked for a Salesforce SMS solution with high customer ratings and found SMS-Magic.

## Increased Response Rates With Leads

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The sales team at DaySmart began using SMS-Magic messaging as a first point of communication with potential customers. They quickly saw more success with messaging than with email. Automated messaging allowed them to profile prospects anytime someone requested a free trial of their software. Based on their industry, a series of automated messages would ask the prospect simple questions about their business and needs.

For example, if it was for a groomer they would ask the question "Are you a groomer or do you offer other services?" This approach helped them to begin their interactive conversations with a more personal note.

As a result of SMS-Magic, DaySmart's response rates increased, leading to more initial sales conversations. DaySmart is now using messaging across their organization in marketing, sales and service.

## DaySmart Text Messaging Use Cases

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**Marketing team:** Attracts new prospects with messaging opt-ins, sends messages with promotions to prospects and to up-sell and cross-sell to existing customers, profiles prospect needs to help sales have relevant conversations.



**Sales team:** Has interactive messaging conversations with prospects as they come into the funnel to quickly answer questions and share relevant information to increase successful sales.



**Support team:** Uses messaging when customers are having problems as a more effective way to resolve issues immediately. Support reps can handle 10X more cases thanks to SMS messaging.

# Full-Context Conversation Histories in Salesforce

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DaySmart switched from a messaging technology that did not have the ability to consolidate different messaging conversations as a single thread. Having full-context messaging empowers them to understand the entire conversation history of the prospect or customer's experience with DaySmart, in a single, easy to review thread.

## Results

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Since implementing SMS-Magic a year ago, DaySmart has **delivered over 38,000 texts successfully** to their customers and prospects. They've increased their response time with leads, increased productivity with full-context messaging and have implemented messaging across their organization.

Thanks to out-of-the-box dashboards, the company instantly sees delivery and messaging status, campaign results and can track rep productivity using messaging. All this without having to code any reports.

“ I would also like to say that SMS Magic's customer service and support team has been fantastic.

## Summary

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DaySmart was losing time and insight with a vendor that did not integrate with Salesforce, offer full-context messaging or out-of-the-box reporting. By switching to SMS-Magic, the company increased productivity, engagement and messaging insights.

“ We switched from a texting system that was not integrated with SFDC so having full-context conversation history helps us understand what has been sent to the customer across different departments and also lets us see if the customer has opened the message.