Case Study

Amazing Lash Studio Peoria Lake Pleasant



Background

Peoria Lake Pleasant utilizes Edge to empower their employees to drive online awareness, attract new cus- tomers, & improve their teams productivity. Margie Bahm's business outcomes have resulted in a significant increase in new member signups.

The Problem

Amazing Lash Lake Peoria operates in a competitive market of Arizona where more beauty salons equal more options to the consumer. Marketing is expensive while employee turnover typically occurs every ~1.5 years. COVID caused Margie to lose 10 employees after stopping opera- tions. It has been a struggle to retain key team members and increase new mem- bership signups.



> "The lift in new membership sign ups has been amazing. We've ex- panded memberships from 500 to 620 in 3 months and an overall 28% increase in monthly revenue."

Margie Bahm, Owner of Amazing Lash Studio Peoria Lake Pleasant

24%

New Members increased 24% in 3 months

BEFORE **3.5** › AFTER **4.8**

Google reviews increased from 3.5 (51) to 4.8 (442)

$25K

In new monthly sales, an overall 28% lift in revenue

90%

Of new customers found the studio from Google reviews

The Solution

Edge became a solution that delivered an enhanced customer and employee experi- ence. The ALS Peoria Lake Pleasant team was able to shift typically expensive marketing costs to their employees instead of advertise- ments. By attaching customer feedback to specific employees and incentivizing the team for high scores, this resulted in a mea- surable increase in new membership sign ups and reduced advertising spend. The Peoria Lake Pleasant location is now #1 on the list when customers search ‘eyelash salons’ in Peoria Lake Pleasant, Arizona.

The Results

Partnering with Edge has accelerated Amazing Lash Studio Lake Pleasant to contin- ue their incredible growth strategy by incen- tivizing their team for a high level of customer service and engagement. With sales growing, Amazing Lash Studio Peoria Lake Pleasant can confidently and efficiently handle the increase in new memberships as the econo- my opens back up post-pandemic.