



Enterprise Efficiency, Simplified:

A Vagaro Enterprise Case Study

How Vagaro's Flexibility and Data Insights Drive a 400+ Location Empire



Overview

Scaling a business doesn't just require ambition—it demands the right tools.

The more you grow, the more complex things get, and out-of-the-box solutions often fall short. That's why flexibility and customization aren't just nice to have, they're essential as an enterprise owner. And Vagaro's enterprise tools are built to adapt to your business.

To see the true power of Vagaro's scalability in action, we sat down with one of Vagaro's Customer Success Managers, whose client is a photography studio operating more than **400 locations** with over **4,200 employees** country-wide. *Yes, you read that right.*

But even the most successful businesses face hurdles along the way. Operating a company of that magnitude while maintaining break-even profitability presents significant challenges.



Challenges

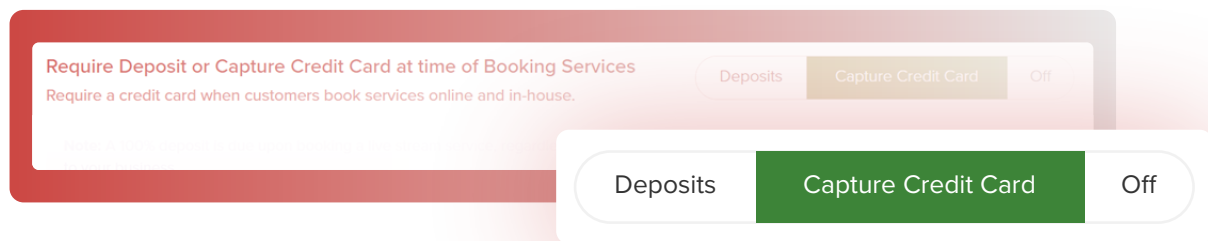
Regardless of the industry, all businesses face the same predicament at one point or another: how to grow without losing control. Scaling introduces complexity: more locations, more employees, more moving parts. For this photography enterprise, rapid expansion meant navigating a minefield of logistical hurdles, from reducing no-shows to managing employee access, all while maintaining a consistent client experience across hundreds of studios.

That's where Vagaro stepped in.

Struggle Against No-Shows

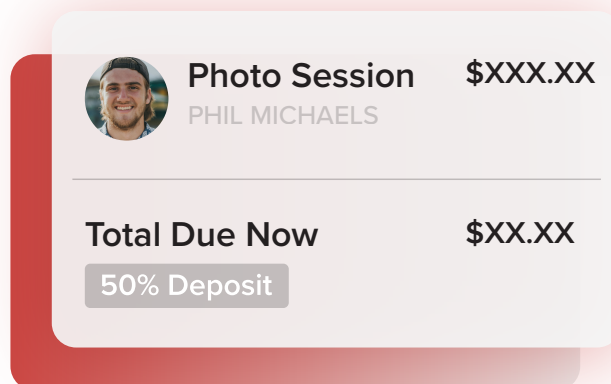
No-shows are a revenue killer, especially for appointment-based businesses operating at scale. With thousands of appointments scheduled daily across **400+ locations**, even a small percentage of missed bookings could translate into significant losses. Prior to using Vagaro, this photography studio faced the all-too-common challenge of clients missing sessions without notice, disrupting operations and draining resources.

After using Vagaro, automated confirmations, deposits or credit card capture, reminder notifications, and a seamless booking roadmap played a major role in holding clients accountable and improving reliability. By minimizing no-shows, the studio was able to better plan staffing, maximize daily capacity, and reclaim revenue that would have otherwise been lost to empty time slots.



How Vagaro Helps:

The enterprise photography business saw a **30% increase** in client attendance after switching to Vagaro, resulting in a **92%** total show rate! According to their Customer Success Manager, this was largely due to requiring a deposit or credit card at the time of booking.



Leveraging Customization for Better Insights

When it comes to running a business at scale, off-the-shelf reporting tools often fall short. Enterprise-level companies need data that reflects their unique goals, KPIs, and operational structures. This is where Vagaro's customization capabilities made a real difference.

Throughout the partnership, there have been numerous instances where the enterprise needed deeper, more specific insights to drive strategic decisions. Whether it was tracking appointment trends across hundreds of locations, measuring employee performance, or understanding seasonal fluctuations in client demand, the standard reports didn't always go far enough.



Enter Vagaro's Business Intelligence and Product teams. By working closely with the client, these teams fine-tuned existing tools, added new filter options, and even built entirely new reports from scratch, all designed to give decision-makers the data that actually mattered.

This level of customization turned the photography studio's reporting suite into a strategic powerhouse, allowing them to uncover hidden opportunities for growth, identify underperforming segments, and make smarter, faster business decisions. In a high-volume environment, that kind of insight doesn't just inform—it *transforms*.



More Time, More Revenue, Fewer Headaches

Operational efficiency can make or break a high-volume business. When you're managing hundreds of locations, thousands of employees, and an ever-growing client base, every minute matters, and every process needs to be seamless.

With Vagaro, this enterprise-level studio was able to eliminate time-consuming manual tasks, consolidate multiple systems into one, and reduce human error across the board. Appointment scheduling, employee time tracking, and real-time data analytics and reporting all became faster and more accurate—freeing up leadership to focus on strategy instead of logistics.

Managers and employees can now spend less time navigating clunky software or double-checking paperwork, and more time doing what matters: serving clients, improving performance, and generating revenue. By providing deeper insights into client behavior and streamlining day-to-day tasks, Vagaro helped this business turn time savings into profit.

In other words:



LESS CHAOS,
MORE CONTROL

Employee Management Done Right

Managing over **4,200 employees** across hundreds of locations is no small feat. For this enterprise, simplicity and security were non-negotiable. Vagaro's Single Sign-On (SSO) integration, compatible with platforms like Azure ActiveDirectory, gave staff a frictionless login experience—eliminating the need to remember multiple credentials or submit endless IT requests or support tickets. That alone saved countless hours in password resets and onboarding time.

But SSO is just one piece of the puzzle. Vagaro also provided centralized visibility into employee scheduling and role-based access within a unified dashboard, while Vagaro's Data Lake and API features shed a light on actual performance metrics. Managers could easily assign permissions, track hours, and ensure compliance without bouncing between systems.



Conclusion

Managing a business with over 400 locations and 4,200 employees isn't easy, but that doesn't mean it needs to be *difficult*. And when you have the right software at your side, it's not only possible, it's sustainable. Vagaro empowered this photography enterprise to reduce costly no-shows, gain actionable insights through custom reporting, and simplify employee management at a scale that's often unheard of.

For businesses with big ambitions, Vagaro proves that growth doesn't have to come with chaos. With the tools, support, and flexibility to meet enterprise-level demands, success isn't just achievable—it's repeatable.

Most Used Vagaro Features by Enterprise Businesses



Access Levels

Customize permissions for staff with different roles, ensuring secure access to sensitive business operations and data within Vagaro.



Online Shopping Cart

Enable clients to purchase products and services directly from your website or Vagaro profile, optimizing sales through a user-friendly online shopping experience.



Data Lake

Centralize and analyze business data from multiple sources within Vagaro, facilitating informed decision-making and business growth strategies.



Vagaro Drive

Store and manage business documents securely in the cloud with Vagaro Drive, ensuring easy access and organization of essential files from any device.



Get Featured

Increase visibility and attract new clients by showcasing your business on the Vagaro Marketplace, leveraging curated services and promotions to reach a wider audience.



Credit Card Processing

Seamlessly accept payments from clients using integrated credit card processing, enhancing convenience and efficiency at checkout.



Forms

Create and manage custom forms for client intake, waivers, and surveys, streamlining administrative tasks and enhancing client communication.



Webhooks & APIs

Integrate Vagaro with other business applications and services using webhooks and APIs, enhancing operational flexibility and automation capabilities.



Email & Text Marketing

Engage clients with targeted email and SMS campaigns directly from your business, promoting services, specials, and events to drive customer loyalty and retention.