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A BUZZWORTHY SUCCESS STORY:

Humble Bee Case Study



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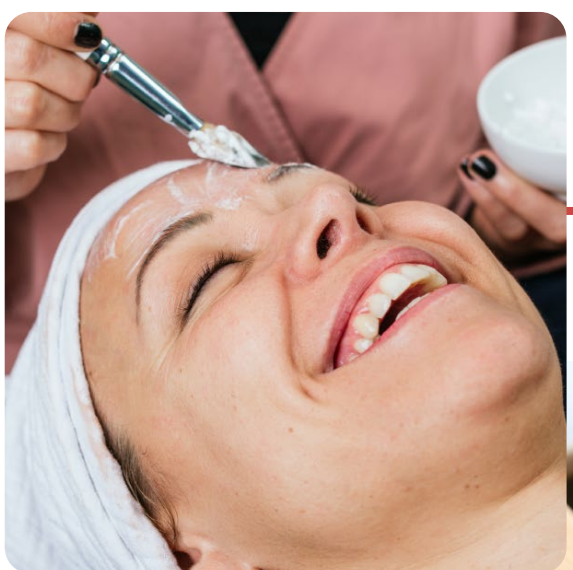
How Vagaro Helped Humble Bee Build a Sugaring Empire

Overview

Sugaring's natural ingredients, gentle exfoliation, and less painful hair removal process make it a promising choice for both short-term and long-term growth in the beauty industry.

Case in point: Dulcinea and Olivier de Roany, co-owners of Humble Bee Sugaring Studio. Since opening their flagship studio in Summerlin, Nevada, in 2014, they've expanded to 16 more locations across Nevada, California, and Florida.

And they're not stopping there. With an enterprising spirit, Dulcinea and Olivier aim to position Humble Bee as the industry standard for sugaring, waxing, and hair removal across the U.S. Their goal is to ensure that every Humble Bee location runs as efficiently and delivers the same exceptional client experience as their original "hive" in Summerlin.







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Challenge

Humble Bee had initially used Vagaro for booking and scheduling but relied on multiple software solutions for other tasks, such as payment processing. Olivier and Dulcinea eventually realized they needed a single, flexible, and powerful platform to accommodate their growth. This platform would enable them to replicate their front and back-end processes across locations, effectively market to different regions and client bases, and provide real-time data for competitive pricing.

As more Humble Bee locations opened, the answer was clear: Vagaro's Enterprise software. They made the decision to fully embrace the platform, a choice they still consider a ***"no-brainer."***



As we started scaling, we realized that having one single system would make things a lot easier," Dulcinea said. "We needed software that could grow with us, and Vagaro was the perfect fit.

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The Roots of Enterprise: Efficiency

Before fully adopting Vagaro Enterprise Software, Humble Bee was spending considerable time on administrative and scheduling tasks. Vagaro helped them reclaim this valuable time by automating many manual processes.

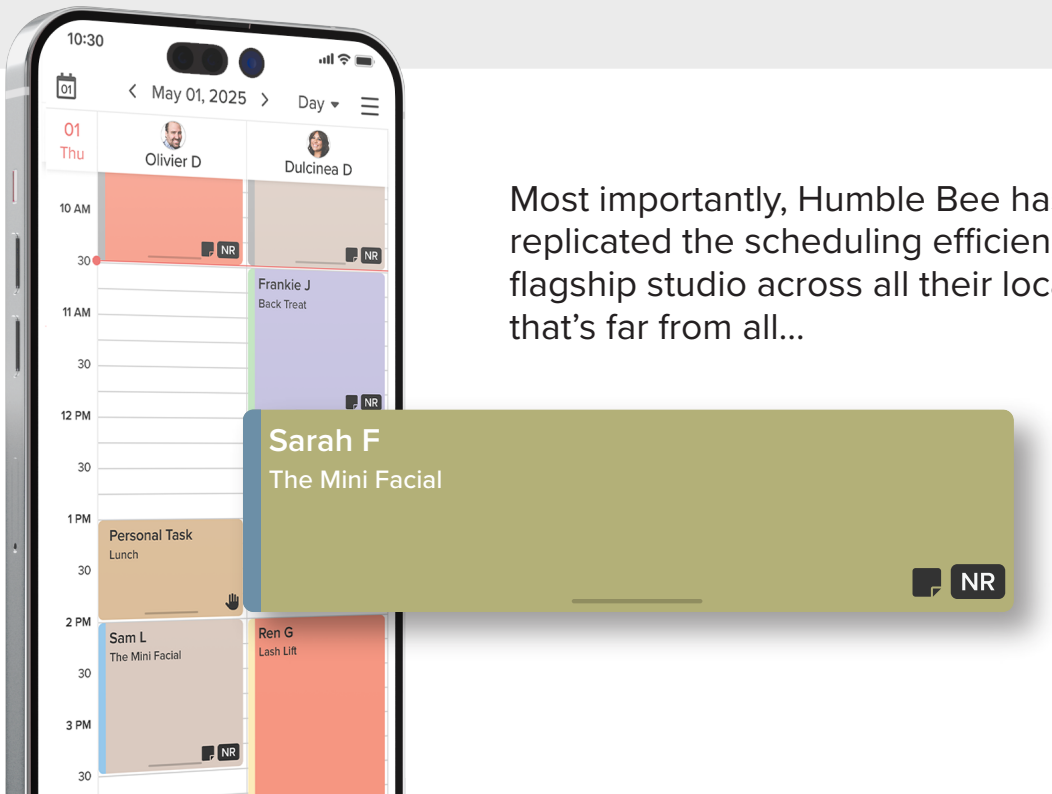
Olivier and Dulcinea estimate they've ***reduced time spent on booking, scheduling, and other manual tasks by 50%.*** Additionally, they've streamlined repetitive tasks for their staff.

REDUCING THE NEED FOR MANUAL FOLLOW-UPS

> APPROXIMATELY ***75%***
> OF HUMBLE BEE'S CLIENTS NOW CONFIRM APPOINTMENTS ONLINE.

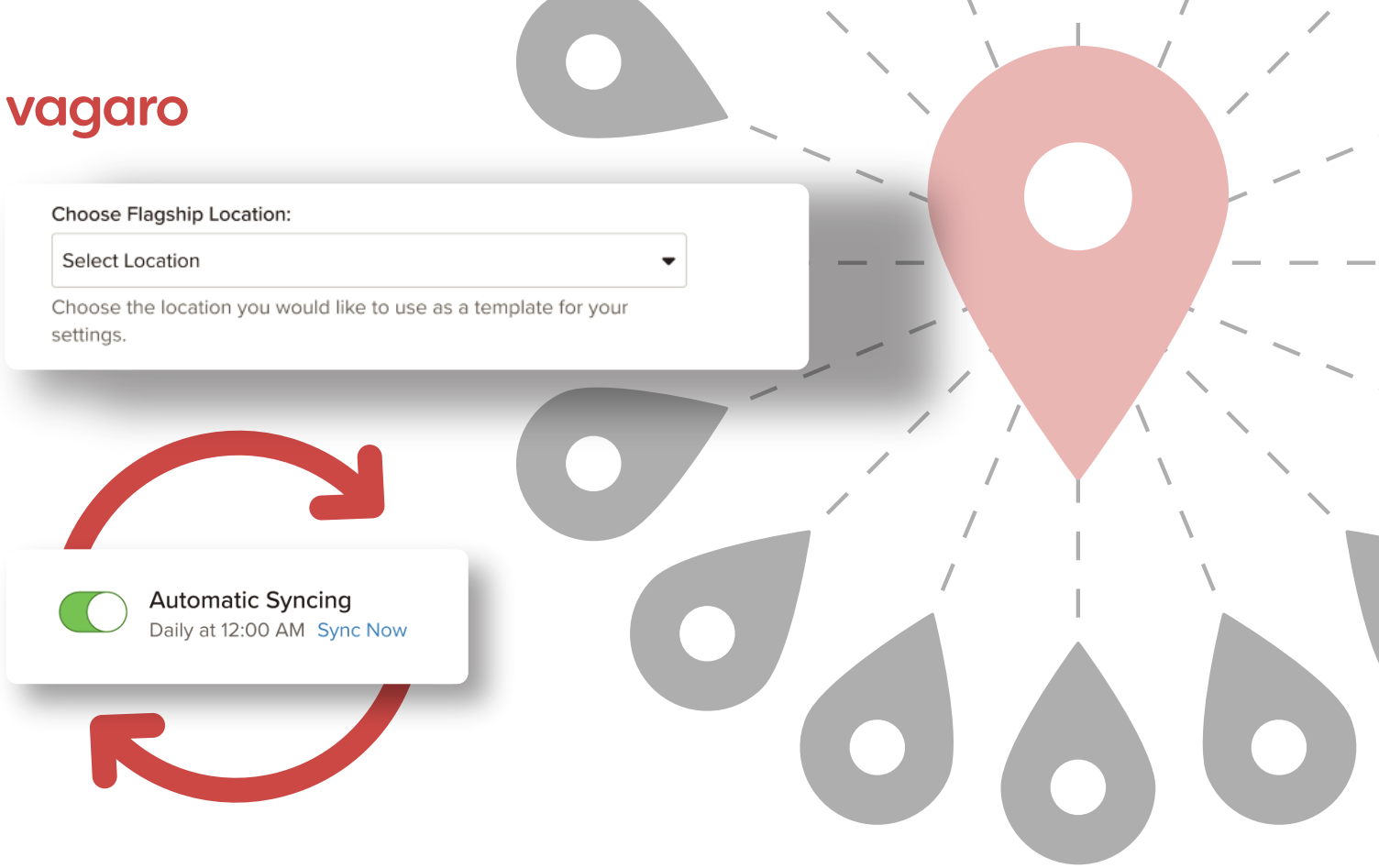
Automated appointment reminders and post-appointment emails further streamline the process from start to finish.

> *With Vagaro handling so many of these tasks automatically, we're able to spend more time building genuine connections with our clients and focusing on the heart of our business...*



Most importantly, Humble Bee has successfully replicated the scheduling efficiency of its flagship studio across all their locations. And that's far from all...

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Centralized Control, Localized Impact

Dulcinea and Olivier emphasize Vagaro's impact on multi-location efficiency. Specifically, how it enables them to oversee, streamline, and unify their business operations across multiple locations. From syncing flagship locations to tracking inventory and generating company-wide reports, they can manage their business in real-time, regardless of physical location.

Additionally, they can effectively target specific client segments in each of these cities through automated and manual email marketing campaigns, ensuring maximum impact with minimal effort.

> *A third-party marketing tool wouldn't offer the same seamless integration or advanced targeting options...*

This level of granularity extends well beyond member rewards and marketing...

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Data, Performance & Improvement

Vagaro's advanced business reporting tools streamline performance tracking, finance management, and payroll processing across Humble Bee's 17 locations. At a glance, Dulcinea and Olivier can compare key performance indicators (KPIs) between studios, identifying strengths and areas for improvement. This enables them to make informed, real-time decisions, from optimizing schedules to retraining staff.

TRACKING GROWTH

40% AVERAGE YOY APPOINTMENT GROWTH

44% AVERAGE YOY REVENUE GROWTH



> *"It's allowed to keep a finger on the pulse [of our businesses] at all times and track performance across all locations with ease, and from one spot...*

Business processes and revenue data help the business side of things. But what about the client-facing aspects?

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A Five-Star Client Experience

Humble Bee differentiates itself by prioritizing the client experience. To maintain high standards, they incentivize staff to collect client reviews. As a result, Humble Bee has accumulated over 6,000 reviews on Vagaro across all their locations.

“Our Worker Bees (aka Estheticians) are so amazing that we barely ever get any negative reviews,” Dulcinea said.

However, in the rare event they do – she says Vagaro's real-time email notifications empower them to address negative reviews swiftly. This proactive approach allows them to resolve issues promptly, turning potential negative experiences into positive ones.



Getting this instant feedback allows us to maintain a high level of customer satisfaction, and also perhaps be alerted about issues before negative reviews are left on other platforms such as Yelp and Google.

However, a strong customer experience is just one piece of the puzzle for a successful franchise...

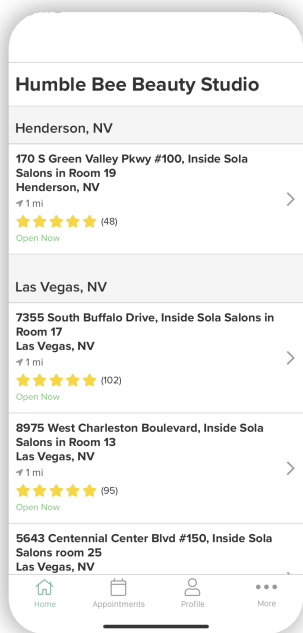
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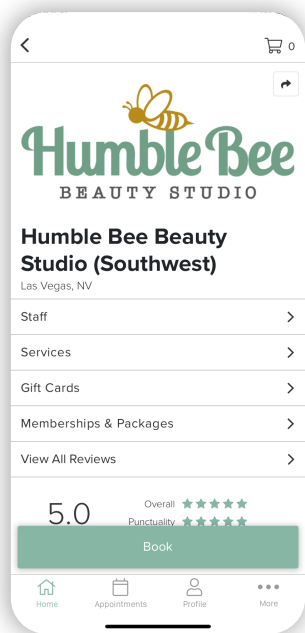
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A Unified Brand Experience

To establish a strong brand identity, it's crucial to differentiate yourself from competitors. People should instantly recognize your business name, colors, and logo. By investing in a Branded App, Humble Bee has strengthened their brand recognition and reputation. Their clients can now book and manage appointments, sign up for packages and memberships, and leave reviews, all within a branded app that is exclusively theirs.







It adds a level of professionalism and convenience that our clients appreciate... Vagaro handles all the technical aspects while still allowing us to keep everything on-brand.

Humble Bee's branded app, seamlessly integrated into the Vagaro ecosystem, ensures consistent branding across all 17 locations. In fact, nearly a quarter of all appointments booked across the board are made through Humble Bee's Branded App.

This means that clients in Santa Rosa, Reno, Las Vegas, Sacramento, West Palm Beach, and beyond can all use the same app to book appointments, manage their accounts, and engage with the Humble Bee brand.

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Dedicated Support

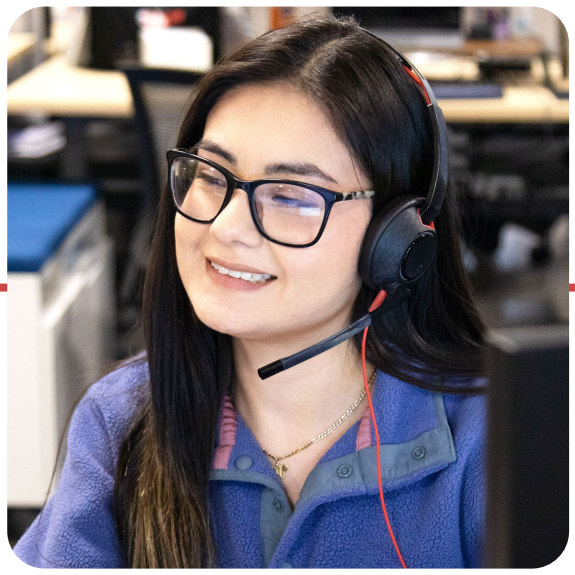
Dulcinea and Olivier, seasoned Vagaro users, manage a growing empire of 17 locations across 3 time zones. With a multitude of employees and studio managers, questions are inevitable.

While Humble Bee's leadership may not have all the answers, they know who does. Their dedicated support specialist is always ready to troubleshoot technical issues, guide them through the software, and prepare them for new features. No question is too big or too small.

> *The training and support from Vagaro have been exceptional...*

This combination of constant personalized support, extensive training videos, and curated support articles ensures that daily front- and back-end processes run smoothly, nationwide.

That means continued growth, without the pains often associated with it.





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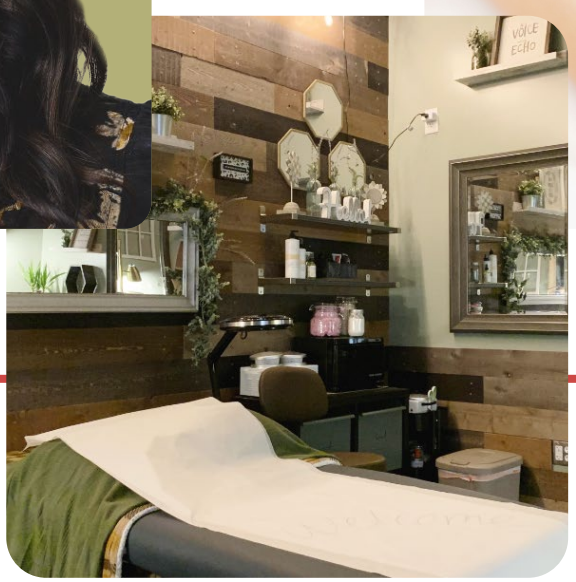
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Conclusion

Vagaro's capabilities are essential to maintaining continuity and consistency across Humble Bee's expanding network of locations. As they continue to grow, whether it's in Miami, Austin, or beyond, Vagaro will enable every Humble Bee studio to share a unified vision of excellence.







Vagaro's centralized system has been a lifesaver in managing multiple locations... It has truly been a valuable investment for [the future of] our business.

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