



CUSTOMER SUCCESS STORY: **LIFEBOOKER**

THE COMPANY

Lifebooker.com is a personal online concierge, where consumers can search, browse, and book appointments at the top health and beauty spots in their city, often at a deep discount. The company currently serves the New York market, but has ambitious plans to grow to new markets and new services in the future.

THE CHALLENGE

As a start-up, Lifebooker requires ultimate flexibility in order to design and maintain the most efficient appointment confirmation process. The business connects consumers with spas to book appointments in real time, and therefore required an outbound calling application that would grow and change with the business. Initially, Lifebooker purchased hardware and set up outbound calls internally. The company quickly discovered, however, that a hardware-based approach was not reliable or scalable because the hardware broke down on several occasions and required lines to be installed within the office. Hundreds more would have been required to keep up with customer growth.



HEADQUARTERS
New York, NY

INDUSTRY
Business Services

THE CHALLENGE

- Provide robust, outbound IVR system economically
- Replace unreliable hardware based system
- Scale as business demands grow
- Reduce calls handled by agents

THE SOLUTION
Angel Outbound IVR system

THE RESULTS

- Automated up to 200 appointment confirmation calls per day
- Ability to scale as business and customer base grows
- Streamlined customer interaction
- Reduced number of calls going to live agents

“The best thing about Angel is the ability to automate. We don’t have to tie up our customer service representatives all day on the phone confirming appointments. With Angel, we can keep things simple for our customer and ourselves. It works great.”

Dana Reichman | Co-Founder | [Lifebooker](#)

THE SOLUTION

One of Lifebooker’s technology staff found Angel through an online search and soon discovered that a hosted, on-demand solution was perfect for the company’s business model. The Angel solution provided reliability and the ability to expand to whatever capacity the business requires. With the Angel solution in place, every time a consumer books an appointment with a service provider, an automated call goes out to the spa prompting them to confirm the appointment online. Eventually, Lifebooker intends to take advantage of other functionality that Angel has to offer; such as converting text to voice on a phone call and allowing businesses to confirm their appointments over the phone.

Commented Lifebooker co-founder Dana Reichman, “The automated calling functionality is key for individual service providers who might not be at a computer all day.”

THE RESULTS

Lifebooker is growing fast in New York, with more than 150 service providers catering to a growing base of more than 5,000 customers. The site is averaging 100-200 appointments per day, which equates to thousands of confirmation calls per month, all handled by Angel without any need for personal interaction by Lifebooker staff.

Added Reichman, “The best thing about Angel is the ability to automate. We don’t have to tie up our customer service representatives all day on the phone confirming appointments. Our motto is to keep things simple and with Angel, we can keep things simple for our customer and ourselves. It works great.”

THE ANGEL SOLUTIONS SUITE

Angel empowers customers to generate more efficient and high quality IVR applications. Powered by Angel’s intelligent IVR application, ProspectConnect delivers a personalized call experience for your inbound leads, facilitating data collection and verification. The Angel hosted platform enables ProspectConnect users to deploy a complete solution quickly and easily; a complete lead management application can be built and deployed in under two days. With Angel’s flexible design interface, updates and changes can be made at any time – at no charge and in near-real-time.