

1300+ Reviews: How Sudsy Pup Drives 90%+ Feedback

Challenges

- **Limited Client Feedback Collection:** Sudsy Pup Paw Spa aimed to enhance client communication and gather more feedback to improve service quality and customer satisfaction.
- **Inefficient Booking Experience:** The salon sought to offer a more convenient and transparent booking process to attract and retain clients effectively.
- **Maintaining Consistent Service Quality Across a Growing Team:** With a team of 10 professionals, ensuring consistent service quality and communication was essential to uphold the salon's standards.

Solutions

- **Implemented Grooming Reports for Enhanced Feedback:** Introduced MoeGo's Grooming Report feature, providing clients with detailed post-grooming reports, including before-and-after photos, service details, pet behavior notes, and health observations.
- **Optimized Online Booking Experience:** Utilized MoeGo's Online Booking system to create a comprehensive online storefront. Features included a detailed "About Us" section, service offerings, seasonal photo galleries, and client reviews, enhancing the overall booking experience.
- **Standardized Workflow with Grooming Reports:** Integrated the Grooming Report into the team's workflow, assigning responsibility to the staff who completed the service to generate the report.

Results



More than 90% of the 1300+ reviews are generated directly from the Grooming Report.



Improved client satisfaction, increased feedback collection, and streamlined operations, contributing to the salon's growth and reputation.

→ [Read the full article](#)



Business name

Sudsy Pup Paw Spa

Business type

Grooming Salon

Location

Sarasota, Florida

Team size

10+ team members

“

I love the Grooming Report. It's so simple to use and takes me about 15 to 30 seconds per dog. We're really happy with MoeGo. It really set you apart from other softwares. We're one of your biggest fans.



Melanie

Sudsy Pup Paw Spa