

EXECUTIVE BUSINESS CASE · WELLNESS

The cost of inaction in wellness

A front desk that can't pick up is a booking lost, and every lapsed guest is repeat revenue left on the table.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

Salons, spas, and studios run interruption-driven front desks; routine calls get missed, calendars have gaps, and lapsed guests are never reactivated at scale.

What one quarter of waiting costs

Hidden cost	What it means in wellness
Missed bookings	Front-desk calls go unanswered during service.
Calendar gaps	Open slots and no-shows aren't filled proactively.
Lapsed guests	Past clients aren't reactivated without manual lists.
After-hours	Booking demand outside hours is lost.

What automating unlocks

Teams that close the gap see –90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another quarter.

Build the wellness business case — book a demo at www.hirefinn.ai/bookademo

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