

How We Whiten Revolutionized Multi-Site Operations with MyTime: A Case Study

Introduction

Company Overview: We Whiten, established in 2019, is a pioneering teeth whitening company with a mission to make beautiful and confident smiles accessible to everyone. Founded by Sherman and Katherine Dangerfield, the company has quickly expanded to 30 locations across eight states, with aspirations to reach over 100 locations in the coming years. Despite facing significant hurdles, including launching just before the COVID-19 pandemic, We Whiten has grown rapidly by focusing exclusively on teeth whitening services and related products.

Challenge Summary: As We Whiten expanded, they encountered numerous operational challenges that threatened their growth and efficiency. Managing multiple locations with disparate systems led to inefficiencies and inconsistencies in customer experiences. The need for a scalable, integrated solution became apparent as they looked to streamline operations, enhance customer engagement, and leverage data for strategic decision-making. MyTime emerged as the ideal partner to address these challenges and support We Whiten's ambitious growth plans.



Background

About We Whiten: We Whiten is a beauty company specializing in teeth whitening, with the goal of helping customers look and feel like the most confident, beautiful version of themselves. Founded in 2020 as Organically White by Katherine, the company identified a major gap in the dental industry where teeth whitening services were often painful, expensive, and not widely accessible.

Despite launching their first studio in American Fork, UT, just two weeks before the COVID-19 pandemic lockdowns, We Whiten has been on a rapid growth trajectory. With a mission to make teeth whitening accessible and straightforward, the company now operates over 30 studios in eight states and plans to expand into many more markets across the United States.

As they set out to create a scalable company, We Whiten understood the importance of supportive systems that could grow with them. Recognizing that their initial tools were inadequate for managing a multi-location operation, they sought a robust solution that could handle their expansion needs and provide a seamless customer experience across all locations.

Initial Challenges

At the outset, We Whiten struggled with several significant challenges:

Operational Inefficiencies

With only basic tools like Acuity for scheduling and Square for payments, We Whiten's processes were disjointed and labor-intensive. The manual handling of appointments, payments, and client management was not sustainable as they looked to expand.

Scalability Issues

Their existing systems were inadequate for managing multiple locations. As they prepared to open their second location, it became clear that they needed a more robust solution to handle the complexities of a multi-site operation.

Inconsistent Customer Experience

Without a unified system, ensuring a consistent and high-quality customer experience across locations was challenging. Customer preferences, history, and feedback were not centralized, leading to potential gaps in service quality.

Data Management and Utilization

We Whiten needed better tools to collect, manage, and analyze data from various locations. Their previous systems did not provide the comprehensive data insights required to make informed strategic decisions.

Membership and Referral Program Management

Initially, memberships and referral programs were managed manually, which was cumbersome and prone to errors. The manual process hindered their ability to scale these programs effectively and leverage them for customer retention and acquisition.



We Whiten Objectives

We Whiten set out with several clear and ambitious goals as they selected a software platform to support their rapid expansion and operational needs:

Streamline Operations

Initially, memberships and referral programs were managed manually, which was cumbersome and prone to errors. The manual process hindered their ability to scale these programs effectively and leverage them for customer retention and acquisition.

Enhance Customer Experience

A top priority was ensuring a consistent and high-quality experience for every customer, regardless of location. They sought a system that could maintain detailed client profiles, track preferences, and offer personalized services to boost customer satisfaction and loyalty.

Efficient Multi-Location Management

As they grew from one location to over 30, and planned for many more, We Whiten required a platform capable of seamlessly managing operations across multiple sites. This included centralized control and oversight to maintain standards and streamline administrative tasks.

Leverage Data for Growth

Understanding the importance of data-driven decision-making, We Whiten aimed to harness detailed analytics and reporting. They needed a platform that could provide insights into performance metrics, customer behavior, and operational efficiency, helping them make informed decisions and strategic plans for continued growth.

Support for Referral and Membership Programs

Recognizing the value of these programs for customer acquisition and retention, We Whiten sought a system that could effectively manage, automate, and scale their referral and membership initiatives. They needed tools to track referrals, automate membership billing, and provide seamless integration with their overall customer management system.

Scalability

With aspirations to expand to over 100 locations, it was crucial that the chosen software could scale with their business. They looked for a robust and flexible system that could grow alongside them, accommodating increasing demands without compromising performance.

By addressing these goals, We Whiten aimed to create a sustainable, efficient, and customer-centric operation that could support their rapid growth and long-term success.

The Solution

Why MyTime: We Whiten chose MyTime for its comprehensive features, scalability, and robust data management capabilities. MyTime's ability to handle multiple locations, integrate seamlessly with payment systems, and provide detailed analytics was crucial for their expansion plans.

Implementation: MyTime was implemented before opening their second location. The process included training staff on the new system, integrating MyTime with existing tools like Podium for CRM and communications, and setting up customized features to meet their specific needs.



We Whiten Results

Operational Efficiency

MyTime has revolutionized We Whiten's operational efficiency by automating and streamlining a wide range of critical functions, including booking, scheduling, point of sale, and inventory management. This comprehensive solution has drastically reduced manual tasks, allowing the We Whiten team to focus more on delivering exceptional customer service and less on administrative overhead. The seamless integration of payment processing within MyTime has eliminated the need for tedious manual calculations, significantly improving transaction accuracy and speed. By centralizing and automating these essential operations, MyTime has enabled We Whiten to enhance productivity, maintain consistency across their 30+ locations, and support their rapid expansion plans. This operational transformation is a key driver behind We Whiten's ability to provide a consistent, high-quality experience to their growing customer base while efficiently managing the complexities of a multi-site enterprise.

Customer Experience

Enhanced customer profiles have empowered We Whiten to deliver personalized services and track customer preferences with precision. This capability has been instrumental in managing memberships effectively and ensuring a consistent, high-quality experience across all locations. Moreover, the ability to send targeted campaigns based on individual customer history and usage patterns has significantly boosted customer engagement and loyalty, leading to higher satisfaction and retention rates.

Inventory Management

We Whiten has found the MyTime Inventory Management platform to be exceptionally easy, intuitive, and effective. The system automates many of the mundane inventory processes, saving valuable time and minimizing errors. The team at We Whiten appreciates MyTime's commitment to continuous innovation and development of essential features. A prime example is the forthcoming feature that will automatically deduct back-of-bar inventory when used for a service. This new capability is anticipated to further streamline operations, enhance efficiency, and ensure precise inventory tracking across all locations.

Referral Management

MyTime's robust referral program tools have been a game-changer for We Whiten. On average, they generate 0.75 referrals per new client, with some clients referring up to 46 people. The seamless integration of referral tracking within MyTime's client profiles has allowed We Whiten to efficiently manage and scale their referral program, significantly contributing to their revenue. The automated referral rewards system has also enhanced customer engagement and loyalty.

Memberships Management

The implementation of MyTime's membership management features has transformed We Whiten's business model. Initially, membership revenue accounted for only 5% of their total revenue. With MyTime, this has grown to 50% within a year. The automation of membership billing and the ability to offer personalized membership plans have made it easier for We Whiten to convert one-time customers into long-term members. This shift has not only stabilized their revenue stream but also increased customer retention and satisfaction.

Data Insights

MyTime's data extraction capabilities have been crucial for We Whiten, allowing them to build an outsourced database to analyze performance across locations. This has enabled data-driven decision-making and strategic planning for future growth.

It would be impossible to do what we are currently doing on our old system. You have to have a system like this to run a multi-location business for sure.

Sherman Dangerfield, Founder & CEO



Smart Campaigns Powered by MyTime's Robust Customer Data

We Whiten utilizes MyTime's robust customer data to build and execute highly effective marketing campaigns. Leveraging detailed client profiles and comprehensive data insights, they have developed several smart campaigns to engage different segments of their customer base.

Lapsed Clients

This campaign targets clients who have not had an appointment in the last 45 days and do not have a future appointment booked. By refreshing and targeting this list monthly, We Whiten re-engages these clients, encouraging them to return for services.

Referral Incentives

This campaign focuses on previous customers who have referred others to We Whiten and have referral credits to spend. By reminding these clients of their earned credits, We Whiten incentivizes them to return and utilize their rewards, fostering a cycle of continuous referrals and repeat business.

Canceled Appointments

Clients who had previously booked but canceled appointments without rescheduling are specifically targeted to bring them back. This helps recover potentially lost business and keeps the client engaged with the brand.

Ambassador Program

We Whiten has a unique client segment known as ambassadors. These clients receive services at a discount in exchange for posting about their experience on social media. The campaign retargets these ambassadors, encouraging them to return at the same discounted rate and share their experiences again, thereby promoting organic marketing and social proof.

By leveraging MyTime's customer data capabilities, We Whiten can create targeted, personalized campaigns that effectively re-engage clients, recover lost appointments, and foster ongoing customer loyalty and advocacy. These smart campaigns are a testament to how detailed customer insights can drive meaningful and sustained business growth.

Our goal is to maximize the potential of each location and convert a certain percentage of all of our new customers into long-term customers through a membership package. MyTime has been a good tool to help us do all that.

Sherman Dangerfield, Founder & CEO

Success Metrics

Key Performance Indicators (KPIs)

Booking Rates

Increased by implementing streamlined scheduling and customer management.

Referral Program

Generates significant revenue with an average of 0.75 referrals per new client and some clients referring up to 46 people.

Data-Driven Insights

Access to comprehensive analytics and business data enables informed business decisions for growth and the development of more effective marketing strategies.

Quantitative Data

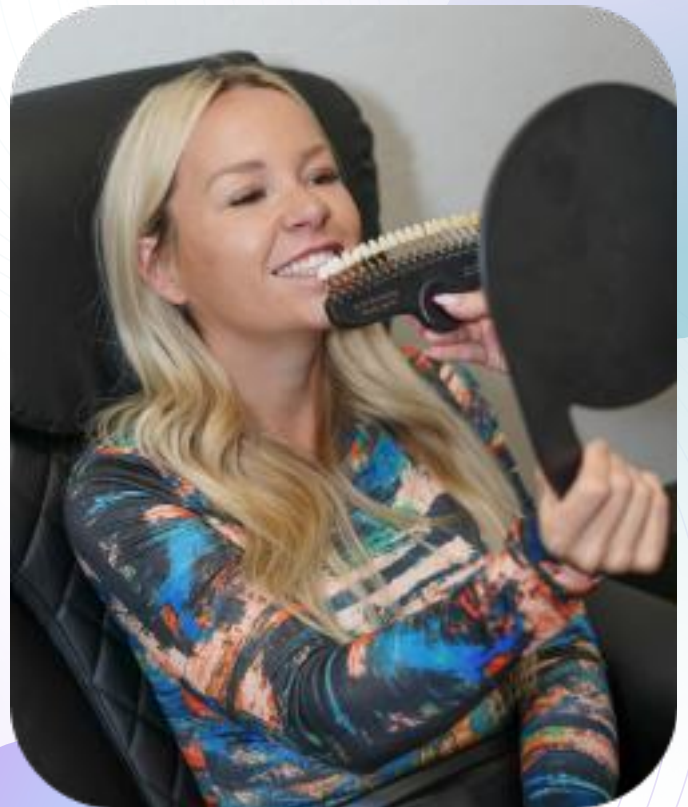
- 30 locations across 8 states.
- Membership revenue now constitutes 50% of total revenue.
- Hundreds of thousands of dollars in revenue generated from referrals.
- Reduction in manpower hours spent doing repetitive manual tasks and more time spent doing highly impactful strategy and analysis work.

Membership Revenue

Grew from 5% to 50% of total revenue within a year.

Operational Efficiency

Reduction in manual tasks and improved accuracy with integrated payment processing and automated features.

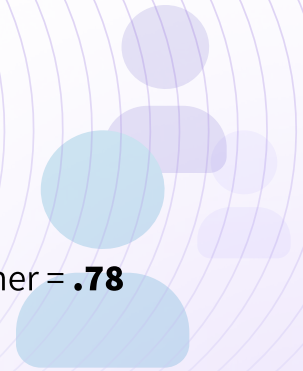


50%

memberships growth from starting memberships **5% to 50%** after implementing MyTime membership program

.78

each We Whiten customer = **.78** persons referred



Conclusion

Summary of Benefits

MyTime has equipped We Whiten with the essential tools and technical platform to optimize their operations, automate and standardize processes, make data-driven decisions, and drive sustainable growth. This has enabled We Whiten to scale efficiently while maintaining high standards across all locations. The seamless integration of critical functions—ranging from scheduling to payment processing—has significantly enhanced both customer experience and operational accuracy. This powerful partnership has laid a solid foundation for a thriving, scalable business model, fueling We Whiten’s successful expansion and continued growth.

Future Plans

Looking ahead, We Whiten is excited to capitalize on MyTime’s continuous innovation, particularly the upcoming automated inventory tracking feature. This advancement is expected to further streamline operations, reduce manual work, and enhance efficiency. With MyTime’s robust support and cutting-edge solutions, We Whiten is poised to exceed 100 locations in the next few years, solidifying their position as a leader in the teeth whitening industry and continuing their mission to make beautiful, confident smiles accessible to everyone.



Learn more about how MyTime can revolutionize your business operations and help you scale efficiently.




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