



Franchise Art Studio Eliminates Missed Calls

Franchise Overview

Company Name: [Hawaii Fluid Art](#)

Industry: Arts and Entertainment

About: Hawaii Fluid art is a franchise art studio with locations across the United States. They offer a variety of art classes and creative experiences. Anyone can create no matter their artistic ability level.

Mission: "Fluid Art brings people together for a unique experience focused on self-expression." - Maya Ratcliff, Founder

The Challenge

Before partnering with Abby Connect, Hawaii Fluid Art faced issues with missed calls and lost business opportunities. As the business grew, so did the volume of calls. The team was unable to keep up and needed a solution. Key issues included:

- **Delayed Response Times:** Due to the volume of calls, some customers received delayed responses.
- **Voicemails:** Many customers were forced to leave voicemails that led to lost business opportunities.
- **Customer Satisfaction:** Customers experiencing delays in communication were frustrated, which impacted overall satisfaction and growth potential.

"Missing calls really slowed down the growth of our company. We spend money on Abby, but it's worth it."

The Objectives

To reduce missed calls, Hawaii Fluid Art sought to:

1. Ensure 24/7 availability for client inquiries.
2. Eliminate the voicemail overload.
3. Improve overall customer satisfaction by providing prompt, professional service.

"Abby answering service is a smart solution to expand business operations." - Maya Ratcliff, Founder of Hawaii Fluid Art

Finding the Solution

Hawaii Fluid Art researched several virtual receptionist services, looking for one based in the U.S. with a strong reputation for reliability and customer service. Key selection criteria included:

- **24/7 availability**
- **Capacity to manage high call volumes**
- **Seamless white glove onboarding process**
- **Proven track record of enhancing customer satisfaction**

After evaluating several services, Hawaii Fluid Art chose Abby Connect's virtual receptionist service.



Results

- **Elimination of Missed Calls:** This was a game-changer for the business, as it allowed Hawaii Fluid Art to better serve clients and manage a growing volume of inquiries. Call handling was streamlined, appointment scheduling was more efficient, and the team was able to focus on core activities.
- **Improved Customer Interactions:** With Abby answering calls, Hawaii Fluid Art no longer had to rely on voicemails. The improvement in communication significantly enhanced customer satisfaction, as clients were no longer left waiting for a call back or dealing with long ring times.
- **Operational Efficiency Gains:** The partnership with Abby greatly improved the studio's operational efficiency. No longer burdened by the volume of calls, the team was able to focus on running the business and fulfilling customer needs. Working with Abby improved overall business performance.



Hawaii Fluid Art's Favorite Abby Features:



U.S.
Based
Receptionists



Friendly,
Professional
Service



24/7
Availability
As Needed



AbbyGO
Mobile
App

"We needed to team up with a virtual receptionist service. The transition to Abby was great. We were well taken care of. Now we have no more missed calls and no more voicemails."

"Partnering with Abby has eased the workload of our staff. It has also helped us expand our operations."



What will YOUR success story look like?

Get Started with Abby Today!

Call management has never been so easy, affordable, and powerful.

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