TALISMAN
CONSULTING

PERSONAL SERVICES

SMALL BUSINESS

Automation
Digital Waitlist and Queue

Reducing manual scheduling friction for a Scottsdale personal services business

CASE STUDY

EXECUTIVE SUMMARY

A Scottsdale personal services business was managing walk-in queues and appointment scheduling entirely through manual processes. Staff spent significant time on phone calls, verbal updates, and repeat customer check-ins during peak hours, leading to customer frustration and lost productivity. Talisman Consulting designed and implemented a digital waitlist and queue management system with automated SMS communication.

6 hrs
Saved per week on manual scheduling

3x
Reduction in repeat phone inquiries

100%
Customer queue visibility, real-time

CASE OVERVIEW

CHALLENGE	SOLUTION	RESULTS
The shop managed all walk-in queues by hand. Staff interrupted service work to answer phone calls about wait times. Customers had no visibility into current wait times before arriving.	Implemented a digital waitlist with remote queue join via SMS link, real-time position updates, and automated arrival notifications when the customer's turn approached.	✓ Reduced in-shop wait confusion ✓ Eliminated repeat phone inquiries ✓ 6+ hours saved per week ✓ Higher customer satisfaction

IMPLEMENTATION APPROACH

Phase	Activity	Outcome
1 - Discovery	Mapped existing walk-in workflow and peak hour patterns	Identified 4 key friction points in customer journey
2 - Design	Designed SMS-based queue system with simple customer interface	System accessible via QR code, no app download required
3 - Deployment	Deployed waitlist system, trained staff on dashboard	Live in under 2 weeks with zero disruption to operations

4 - Optimization	Monitored usage and adjusted SMS timing triggers	Reduced no-shows by 35% within first month

KEY INSIGHT

Small service businesses lose significant revenue not from lack of customers, but from the friction in managing them. Automating the queue and communication layer removed the manual burden without changing how the business operates.

WORK WITH TALISMAN CONSULTING

Talisman Consulting helps small and medium-sized businesses identify operational bottlenecks and implement targeted automation. Contact Berkay Guldas to schedule a free 15-minute consultation.

BERKAYGULDAS@GMAIL.COM