



Lasertam

170%

sales increase

937%

increased CTR in automatic mails
compared to massive emails

“The integrated view of my customers and prospects is truly 360°, not just an omnichannel promise.”

“It helps us accurately understand the customer journey through attribution models that give us the ability to know which digital channels to develop and upload repurchase topics.”

“Great experience. It delivers what you look for. We generate great impact on sales with this tool, and it has been used for different agents in the organization, which speaks to its ease of use.”

Enrique de la Mata
Executive Director



About the company

Lasertam is a group of centers specializing in diode laser hair removal whose three pillars include quality, professionalism, and customer service. Founded in Chile in 2013, Lasertam is the only brand in the industry with an online sales channel and digital agenda rated by users as an innovative and avant-garde brand.

To learn more about the company, visit <https://lasertam.com/>



Challenges

Defining and creating the customer journey based on different scenarios depending on the product

Increasing lead generation

Building 360° customer profiles

Increasing customer data acquisition



Solutions

Segmentation

Segmentation by interests

Segmentation by activity

RMF scoring

Automated campaigns

Abandoned cart recovery

Post-visit dynamic emails

Referral program

Attracting new, high-quality leads



Results

65x

ROI in one year

937%

increased CTR in automatic mails
compared to massive emails

92%

increased OR in massive emails
based on scoring

52%

of transactions supported by
SALESmanago

170%

sales increase

Are these statistics possible to measure and increase using
SALESmanago? [Read here!](#)



Development opportunities

Implementing automatic
Up-Sell campaigns

Implementing automatic
Cross-Sell campaigns

Expanding existing processes to include
more communication channels



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