

Sedo Laser supports its **rapid growth** with a **mobile client record-keeping app** developed by Forms On Fire.

**Client Industry**

Medical Spa

**Service Load**

200 Daily Clients

**Application**

Client Record-keeping

Situation

Sedo Laser needed a client records management solution that could grow with the business.

Sedo Laser is a medical spa specializing in the provision of skin care procedures and treatments. The company prides itself on offering clients a wide range of services, including laser hair removal, Botox treatments, and chemical peels. Like many other providers offering similar services, Sedo Laser used to keep paper records for its clients. The company stored those documents in folders inside alphabetized filing cabinets—a practice it was quickly outgrowing.

"We were growing rapidly—I had six technicians and planned on bringing aboard four or five more," said Misti Mitteis, the founder and CEO of Sedo Laser. "But, because all of our client records were on paper, we got to the point that we were spending more than two hours taking out and replacing records, and sometimes we had difficulty finding them."

Misti knew that she had to make a change in the way Sedo Laser managed its client records. She needed a solution that could grow with her business and provide step-by-step support throughout the change.

"I didn't just want to have prospective clients fill out an online form," said Misti. "I wanted to digitize my records completely, and I needed help with developing an effective process for handling those records."

Misti researched companies that could help. That's when she found Forms On Fire.

**Misti Mitteis**Founder and CEO
Sedo Laser

“ It took roughly 10 hours to get up to speed on the new system, but Forms On Fire has saved hundreds of hours each year for my company, and that's a big deal.”

Solution



There's just no way we would have been able to grow as rapidly without Forms On Fire."



The Forms On Fire team started the project by taking time to understand Sedo Laser's business.

"The Forms On Fire team came into our offices and watched what our technicians do," said Misti. "I didn't expect that level of dedication to responding to our needs. It was incredible."

Then the Forms On Fire team went to work, digitizing the paper records and creating the necessary workflow.

"For instance, their team created a process by which our Botox injector can simply click on the forehead of a client in the app, and the app automatically displays the number of Botox units that the Injector placed. It was awesome."

Once online records replaced the paper records, Forms On Fire also digitized Sedo Laser's client intake forms and integrated them into its website. Finally, Forms On Fire integrated the mobile platform with Sedo Laser's online booking system, saving time onboarding new clients.

"If we hadn't found Forms On Fire, it would have been a disaster," said Misti. "There's just no way we would have been able to grow as rapidly without Forms On Fire."

Results + Benefits

\$ High Return on Investment

"Having Forms On Fire on your team is worth every penny," said Misti. "By working with them, we've realized more than a 1,000% return on our investment."

★ Professional Service

"Completing forms is so easy for us and our clients, and client files are always up to date," said Misti. "Forms On Fire makes us look organized and professional, and that gives our clients confidence that everything we do here is with excellence."

👤 Excellent Customer Service

"Whenever we need anything, the Forms On Fire team is there to help with a customized solution because they understand our business so well," said Misti.