



Tatstat

CASE STUDY

B2B/B2C | Tattoo And Body Modification Industry | Mobile App

tat|stat

BiWISE
INDUSTRIES

When you're trying to move quickly, there is nothing like working with a team that can execute because they're committed to that and that only. Bitwise Technology Services embraced this project in a way that made me feel relieved about handing it over and excited about where they would take it. As creators, we put so much of ourselves into our own work. To know they honored that is really special.

Chanelle Charest - Tattoo Artist and Tatstat
Co-Founder



Tatstat At A Glance

Industry: Tattoo and Body Modification

Founded: 2017

Tatstat Co-Founder Chanelle Charest was a full-time tattoo artist with a day job on top, so it's not surprising she was frustrated by everyday inefficiencies like fielding inquiries on a crazy number of platforms or booking clients that failed to show. It was putting a serious strain on her bottom line.

Co-founder, developer and entrepreneur, Greg Goforth, knew something about Chanelle's problem. He'd previously created an appointment app for his manicurist mom. However, there was no such app yet made for the many unique needs of the tattoo industry. Greg and Chanelle decided it must be done and built a prototype in just [59 days](#). But to complete development and bring the app to market, they needed help. They called Bitwise Industries Technology Services.

Today, the Tatstat app is the professional booking platform and CRM for tattoo artists who want to spend more time putting ink to skin and less time juggling payments and appointments. (In other words, all tattoo artists.) Having Tatstat is like having a personal assistant who knows the tattoo industry.

This web-based mobile app is integrated with Instagram, Venmo, PayPal and Google Calendars to make it stone-cold simple to promote artists, collect payments and streamline communications. When COVID-19 disrupted everything, the team searched for ways they could help the industry continue to work from a distance. That's when Bitwise Technology Services added video consultation functionality so tattoo artists and potential customers can stay engaged with their clients, begin working on custom art, and save time doing it.

Tatstat isn't just for the artist. Tatstat makes the whole process feel welcoming for even the most nervous novices. It makes it easy to find the right artist, upload their images, articulate their vision, get a quote, book time and get into the studio.



Bitwise Industries Technology

Services Provides:

- Mobile and Web-based App Development
- Staff Augmentation
- Contact Center-as-a-Service Support
- Salesforce Management & Implementation
- Dynamic Website Design



The Problem

The old-school way of running a tattoo studio is incredibly analog. It involves a lot of upfront back-and-forth. The artist might talk with a walk-in about a piece, take a deposit, make an appointment and mark it all down in a notebook. Sole proprietors must be extra careful about tracking that cash—and not losing that notebook.

One challenge for the old-school tattoo shop is time management. Without a pipeline of prospects, artists may rely on walk-in traffic not knowing how their day will be spent, and possibly stay late for customers who don't materialize.

One of the biggest pitfalls is the “no-call/no-show,” when a client books studio time but fails to appear or even call ahead to cancel. This problem is compounded by not only billable time lost, but also lost prep time and opportunity cost. Non-refundable deposits and appointment reminders guard against the “no-call/no-show,” but without a tool to automate it, these steps often get missed.

Some artists hire a receptionist, but here too is room for overhead and misunderstanding. A custom tattoo might call for a quote for a custom piece similar to “flash” (premade designs), in which case an experienced artist might offer a blended estimate. There is also the question of size and complexity of the piece. That process is hard to hand off to a non-artist.

Another challenge is client management. Some (especially those with tattoos already) may come in knowing exactly what they want. Others, however, require a bit of hand-holding before committing to an artist and going under the gun.

Greg and Channelle recognized that today's smartphone technology—along with Bitwise's full-service development capabilities—could put some serious revenue gains in the artist's bottom line.

Then COVID-19 happened. A global pandemic would not only prevent artists from tattooing due to social distancing measures, but also suppress demand afterward. Maintaining relationships and cultivating prospects from a comfortable distance has never been more vital.

The Solution

Greg and Channelle met with Bitwise to discuss the possibilities of a smartphone app—by tattoo artists for tattoo artists—that could collect the details an artist needs, accept payments and book appointments on both iPhone and Android platforms. They wanted artists to be able to share their work so local clients can get a sense of their style, get on their calendar and get in their chair.

Clients can also use Tatstat's video consultation feature to get face time with their artist and share images without having to come into the studio first. When clients are ready to book, Tatstat accepts deposits via PayPal or Venmo, calculates available time and offers available slots, sends invites and reminders before the big day, and it enables artists to respond with follow-ups.

The easy-to-use UX/UI was designed to emulate the functionality of familiar, mobile, digital products. The dashboard displays inquiries and appointments and it notes confirmations whether a deposit was made.

Tatstat is a free app available in Google Play and Apple App Stores. Having a Tatstat account costs the artist nothing until someone books using the app. Only then does Tatstat take a flat \$5 fee, and the rest ends up in the artist's account. More at Tatstat.io.





The Benefits

Say goodbye to the “no-call/no-show” appointments and messages coming from multiple directions. Tatstat helps artists make money doing what they love and automates the rest. Designed to make the process approachable for even the most timid first-timers, Tatstat minimizes miscommunication and the time spent from inquiry to ink. It also helps clients think through their tattoo (and sometimes weeds out the tattoo-curious unable to commit). In other words, it feels like a more certain transaction on both sides, which promotes trust and satisfaction.

Bitwise and Tatstat adapted to social distancing by integrating Google’s free video conferencing engine. Now artists and customers can get face-to-face, risk-free interactions AND save the client a trip.

Tatstat has no ads. It doesn’t mine or sell personal data. Everything is cloud-secure and user-friendly. It connects directly to artists’ Instagram profile and makes it easy to get started.

Lasting Impact

Chanelle Charest is not just a cofounder of Tatstat. She's also among the first of Tatstat artists. When the app launched in 2017, she saw big results immediately.

"Cash in the door is essential. I was able to make my usual annual income in six months. I literally doubled my business," says Charest. In the second year, her revenue doubled again.

At the time of writing, Tatstat has roughly 500 subscribing artists with about 25% using the app on a monthly basis to book new clients. Though COVID-19 has posed a major threat, Tatstat video consultation is allowing artists to stay connected with their clients. Tatstat is seeing traction outside California, including heavily tattooed populations on the East Coast, in Arizona and in Utah. As the world transitions into a post-COVID reality, Tatstat is making it a snap for tattoo artists and their clients to create a more expressive world.



Make Your Impact



Bitwise Industries specializes in custom software development, Salesforce implementation and administration, and Contact Center-as-a-Service. Our technology professionals have deep experience applying cutting-edge technology solutions to help entities of all sizes navigate the technology landscape to find solutions to optimize their operations. How can we help you?

Contact Us:

866.442.0472

bitwiseindustries.com

techservices@bitwiseindustries.com

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