DIVESCALE

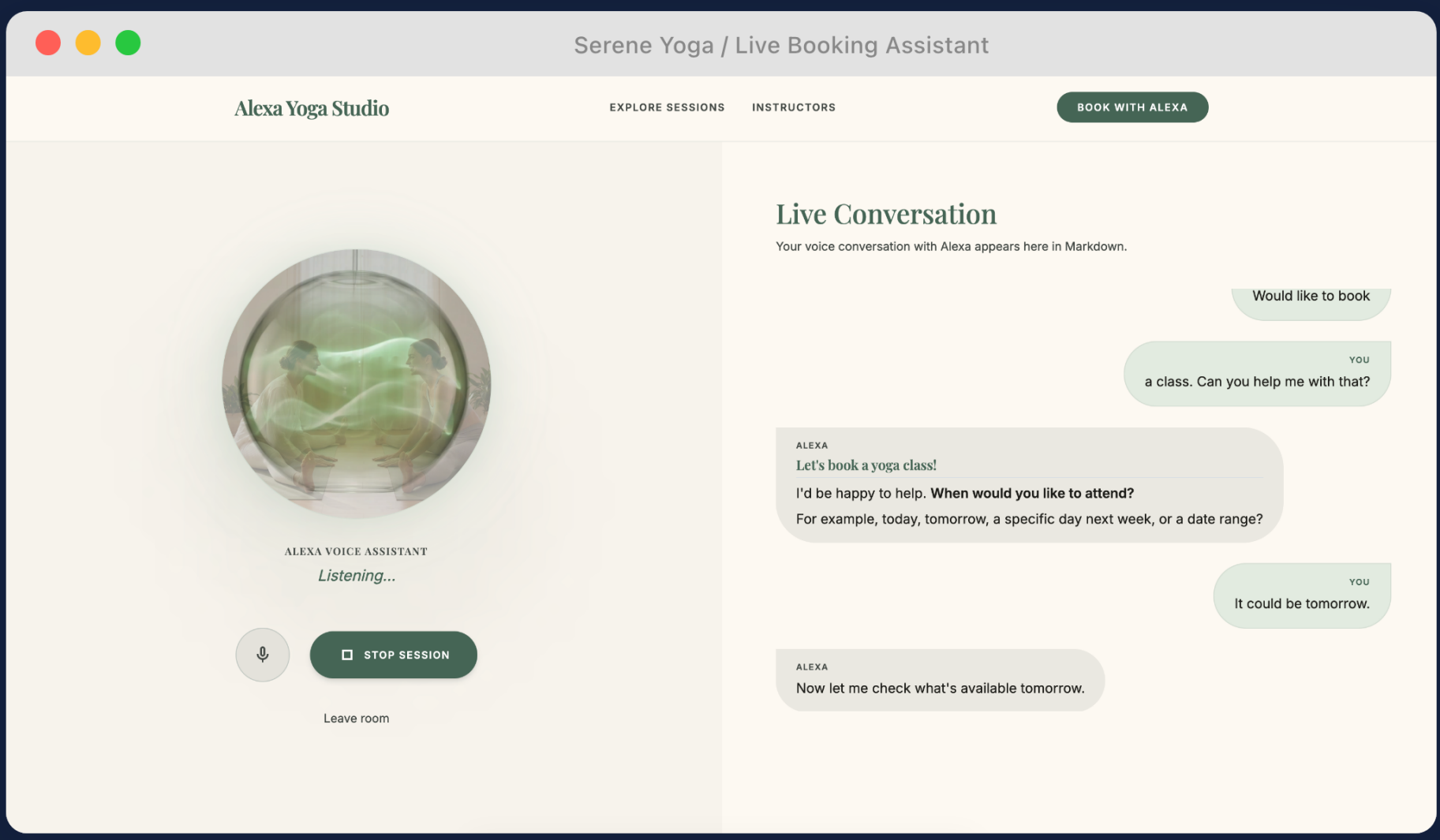
CASE STUDY

AI BOOKING & VOICE ASSISTANT

Serene Yoga

An Alexa-style voice AI that transforms how yoga studios handle bookings, scheduling, and client communications.

Voice AI | Calendar Sync | Admin Dashboard



DOMAIN

Wellness & Scheduling

THE PROBLEM

Staff drowning in manual booking operations

Yoga studios operate on thin margins. Every hour spent on the phone is an hour not spent teaching. Yet the booking process remained stubbornly manual: paper logs, phone tag, and calendar chaos consumed the working day.

The major cost was the time, the revenue leaking through missed after hours calls, the scheduling conflicts that eroded client trust, and the staff burnout that led to turnover.

Time Drain

Staff spend 8-10 hours daily answering phones and manually processing 20-30 bookings. Each call interrupts class preparation and teaching time.

Missed Revenue

15-20% of after-hours inquiries never receive a response. Each unanswered call represents a lost class fee and a client who may not return.

Scheduling Friction

Rescheduling a single appointment takes 15-20 minutes. Manual calendar updates cause double-bookings and conflicts that frustrate clients and staff.

15-20%	20-30	3-4h
After-hours lost	Manual bookings/day	Repeated inquiries/day

PLATFORM OVERVIEW

A six-step journey from voice to mat

The client speaks. The system understands. The platform matches, schedules, and confirms through one natural conversation. No forms. No phone menus. Just the voice of intention.

1. Goal

Strength, flexibility, or calm. The client states their intention in plain language.

2. Experience

First-timer to advanced. The system calibrates the session to the client's level.

3. Time

The client names their preferred time zone and slot. The assistant understands context.

4. Preference

Instructor style, energy level, and teaching approach. The match is intentional.

5. Availability

Real-time calendar sync checks against every instructor's actual schedule. No conflicts.

6. Session

Duration and intensity are locked. Confirmation is instant. The client is ready.

FEATURE DEEP-DIVE

Voice Booking Assistant

BEFORE

Clients call the studio during open hours. The phone rings 20-30 times daily. Staff stop teaching to answer, take notes, and cross-check calendars by hand. After hours, the voicemail fills with unanswered requests.

PAIN

Every booking call interrupts a class or cleaning session. Staff scribble details on paper, then re-enter them into a separate calendar. The process is error-prone and slow. Peak hours create a queue of frustrated callers.

SOLUTION

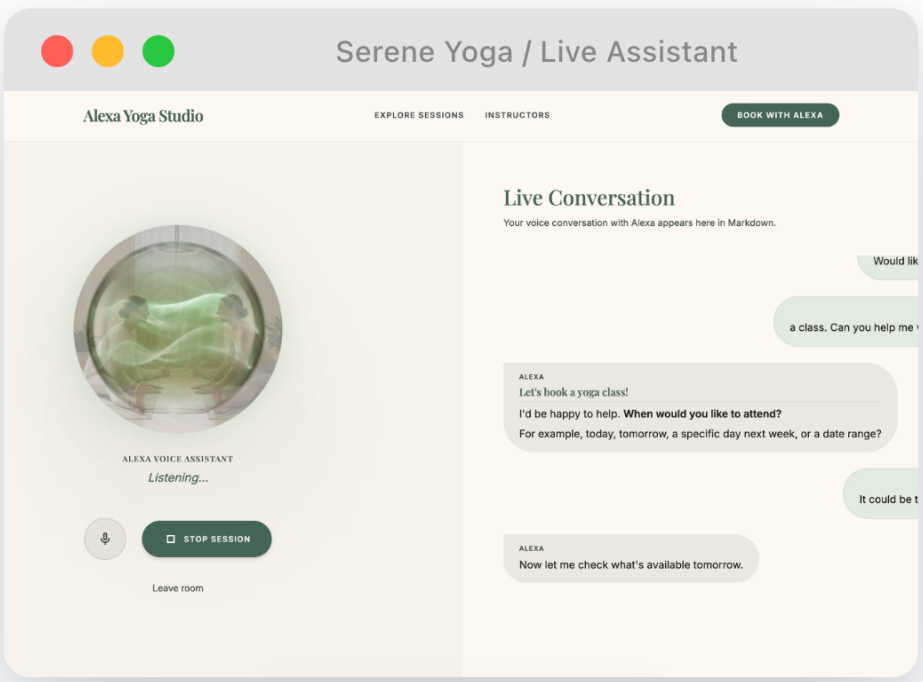
An Alexa-style voice AI handles the entire conversation. The assistant asks, listens, confirms, and books -- without human intervention.

OUTCOME

Clients speak naturally. The system understands goals, experience, and time preferences. Bookings complete in under 90 seconds. The phone is silent. The staff teaches.

How the conversation flows

1. Client calls and says, "I want a strength class tomorrow evening."
2. AI asks experience level and instructor preference.
3. Real-time calendar check returns available slots instantly.
4. Confirmation, calendar invite, and meeting link delivered by voice.



FEATURE DEEP-DIVE

AI Instructor Matching

BEFORE

Clients request a specific instructor by name or accept whoever is available. The front desk has no systematic way to match goals, injuries, or teaching styles to the right teacher. The result is mismatched sessions and lower retention.

PAIN

A client with back pain ends up in a power vinyasa class. Another seeking meditation lands with an instructor who teaches high-intensity flow. These mismatches create frustration and churn. The studio loses clients it never understood it had mismatched.

SOLUTION

The AI models each instructor's profile: specialties, energy level, teaching philosophy, and schedule. It cross-references this with the client's stated goals, experience, and any health notes. The match is data-driven, not guesswork.

OUTCOME

Clients are paired with instructors who fit their needs. The studio sees better session ratings, higher rebooking rates, and fewer complaints. The front desk never makes a mismatched assignment again.

Matching criteria grid

Goal
Strength, flexibility, calm, recovery

Experience
Beginner, intermediate, advanced

Style
Energy, philosophy, approach

Health
Injuries, limitations, notes

Serene Yoga / AI Instructor Profiles

Meet Your Instructors

Our certified yoga teachers ready for your 1:1 sessions.



Kitra Estes
VINYASA & FLOW
"Finding fluid movement in every breath"



Maya Sharma
MEDITATION & KUNDALINI
"Igniting the inner light through stillness"



Sara Khan
RESTORATIVE & HATHA
"Gentle restoration for the modern soul"

FEATURE DEEP-DIVE

Real-Time Calendar Sync

BEFORE

The studio maintained a paper schedule, a whiteboard, and a Google Calendar. Staff updated each separately. When a client rescheduled by phone, someone had to remember to update all three. Overbookings were a weekly occurrence.

PAIN

Double-bookings forced awkward cancellations. Clients arrived to find their slot taken. Instructors showed up for classes with no students because the booking never made it to the calendar. Trust eroded.

SOLUTION

Every booking, cancellation, and reschedule flows through a single source of truth. The system writes instantly to Google Calendar. The client receives the invite in real time.

OUTCOME

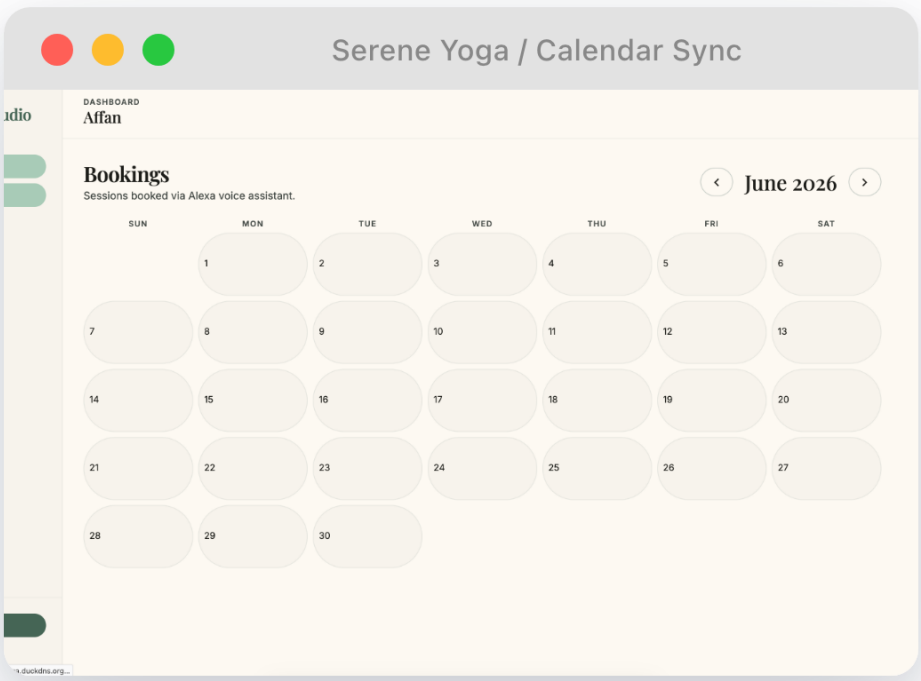
Overbooking is eliminated. The calendar is always accurate. Rescheduling takes 90 seconds instead of 15 minutes. Clients receive automatic confirmation and meeting links. No manual updates. No forgotten entries.

Sync architecture

PostgreSQL
Single source of truth for all bookings

Cal.com
Scheduling API and meeting link generation

Google Calendar
Instant sync for client and instructor calendars



VERIFIED IMPACT

Time recovered. Revenue retained.

The numbers are conservative. They measure only the direct, quantifiable savings from automation and not the harder to capture value of improved client experience, higher retention, or instructor satisfaction.

6-8h	10-15m	3-4h	2-3h
Daily calls saved	Per appointment saved	Daily inquiries saved	Weekly waitlist saved

Weekly time savings per staff member

Activity	Before (hours/week)	After (hours/week)	Recovered
Booking calls	40-50	2-5	**38-45h**
Client inquiries	21-28	1-3	**20-25h**
Waitlist management	2-3	0	**2-3h**
Calendar & scheduling	10-14	1-2	**9-12h**

Total weekly time saved per staff: 35-45 hours

Annual: 1,820-2,340 hours recovered

TECHNOLOGY STACK

What powers the platform

The architecture is built for reliability, scale, and real-time performance. Every layer is selected for operational maturity and production-grade stability.

Python
Core application language

FastAPI
High-performance API layer

PostgreSQL
Relational data store

SQLAlchemy
ORM and data modeling

OpenRouter
LLM inference and routing

LiveKit
Real-time voice and video

Deepgram
STT and TTS engine

Cal.com
Scheduling and meeting links

React.js
Frontend UI framework

TypeScript
Type-safe frontend code

Tailwind CSS
Utility-first styling

Docker
Containerized deployment



RESULT

The studio now books while it sleeps. The staff teaches. The clients find their mat.

$51K+
Annual value per studio

35-45h
Weekly time saved

Built by
DIVESCALE