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Altegio Launches Aunio App at Web Summit 2024 to Address Customer Retention Challenges for Businesses

Aunio allows users to seamlessly manage all personal bookings for beauty, wellness, sports, and healthcare services, while boosting customer retention for businesses

November 12, 2024, Lisbon, Portugal — [Altegio](#), a global company specializing in online booking solutions for businesses, announced the launch of its Aunio app at Web Summit 2024. Aunio is designed to help customers seamlessly manage all personal bookings in one place, while helping businesses improve customer retention and engagement.

Customer retention has a direct, substantial impact on revenue and business growth, with studies [indicating](#) that a 5% increase in retention rates can boost profits by up to 95%. Altegio's mission is to help businesses improve customer retention, which is particularly challenging in today's fast-paced market. The Aunio app aligns with this mission, helping businesses retain customers and establish a loyal customer base that spends more, all while reducing communications costs.

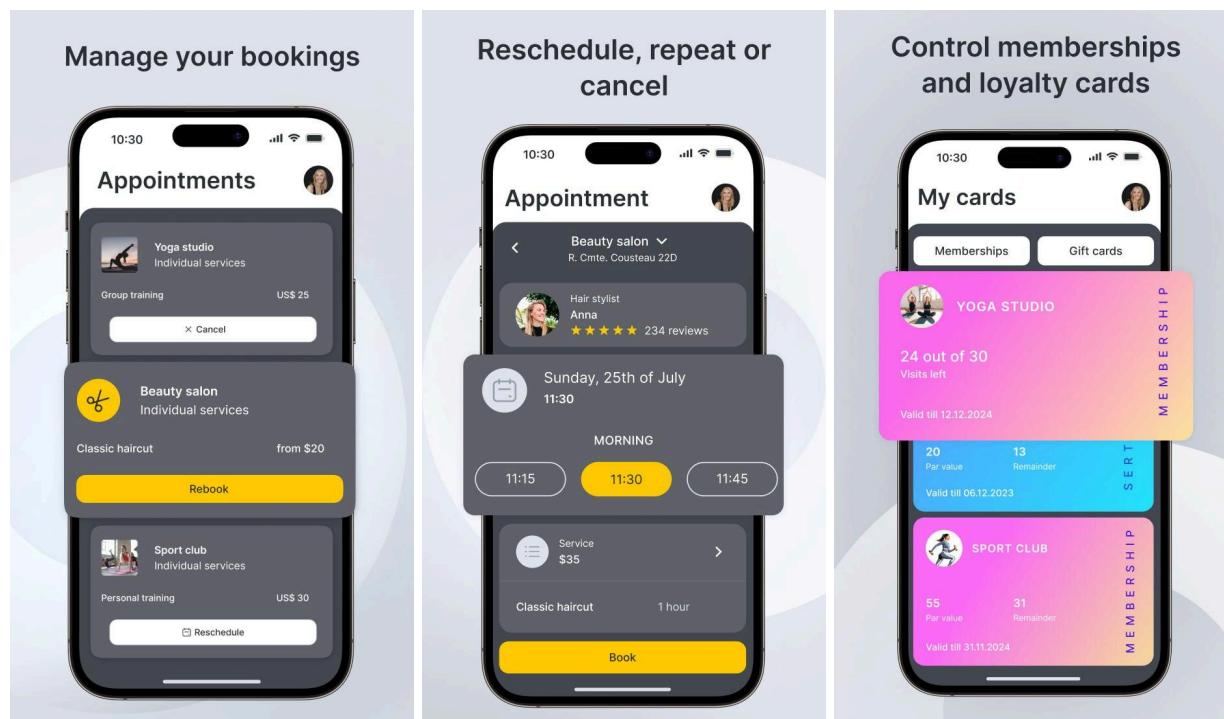
For users, Aunio allows seamless booking, rebooking, and rescheduling, keeping essential information easily accessible, such as appointment dates, locations, and provider contacts. Bonus cards, promotions, and loyalty rewards are available at a glance, offering users added value while encouraging repeat visits.

For businesses, Aunio enhances customer lifetime value by allowing users to book appointments exclusively at locations they have previously visited, facilitating direct interaction with clients and creating a more personalized experience without relying on third-party apps.

The new Aunio app is part of Altegio's digital ecosystem for businesses in the beauty, wellness, sports, and healthcare sectors. Beyond booking, Altegio offers over 30 business management tools that streamline essential functions like marketing, finance, sales, team management, inventory, and more. With the ability to automate up to 80% of business processes, the platform supports operational efficiency at every level.

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“With our product we aim to highlight the market cannibalization problem within the business automation solutions landscape,” said Yuri Petrou, Managing Partner of Altegio. “Most online booking platforms overlook the fact that customer retention remains a priority for small and medium-sized businesses in the competitive beauty and wellness sector, redirecting users to their own platforms where clients may end up booking appointments with competitors. With our product, we intend to resolve this conflict of interest”.

About Altegio

[Altegio](#) is a network of independent companies founded in 2022 by an international group of entrepreneurs, including [Yuri Petrou](#), a technology entrepreneur with over 10 years of experience in developing SaaS tools. Petrou had previously successfully sold his business, Yclients, an online booking platform that captured 60% of the Russian market.

Altegio currently has offices in Brazil, the UAE, Hungary, Cyprus, Armenia, and several other countries. This setup creates a comprehensive ecosystem, where each region has its local integrations and partners that enhance the capabilities of Altegio's core product. The company boasts over 10,000 active clients across 89 countries and facilitates more than 4 million bookings monthly on its platform. Furthermore, Altegio plans to consolidate into a single holding entity with a unified management center and the establishment of a centralized headquarters.