

## Top 12 Must-Have Technologies for Your Salon

If you're looking to upgrade and streamline your operations, it's time to consider your technology options. Here are the top twelve technologies for keeping your salon up-to-date and running smoothly.

### 1 A Free App with Endless Possibilities

Both the Welcome app and the Here app are free, whereas apps such as MindBody charges its users. The Welcome app POS is \$25 a month and offers a free card reader. The welcome app generates customer rate and increases rates. Allows user to book appointments and save contact info. Free for most of the above features, \$75/month for features related to multiple stylists (i.e: commission tracking, booking multiple stylists, etc).

### 2 Robust & Easy-to-Use Schedule an Appointment

There are several things to consider when choosing a point of sale (POS) system, but one that might be overlooked is the ability to schedule appointments easily. One service provider may do color, while processing color they may want to book another client. To make this function painless and to maintain customer satisfaction with the experience, choose a solution that allows your employees to easily access schedules. Add and book clients, hassle free with a corresponding calendar, which shows the overview of all appointments.

### 3 A Great Website

Customers expect to be able to view a salon's website, hours of operation, and to get a read on a salon's atmosphere all from the salon's website. If your website isn't inviting, that's the impression you'll leave on potential customers, running the risk of losing new business.

### 4 SMS-Based Waitlist

Nobody likes not knowing when their stylist is ready. Now your customers can be notified via text. Look for an SMS-based waitlist program that not only calculates accurate wait times for customers placed on the list but also sends them a text message. Within this feature, customers can receive automatic reminders and salons can send SMS and email confirmations for appointments. Customers can also receive text or email receipts.

### 5 Ability To Track Commission

Stylists have different commission rates depending on how a client books with them. If a customer calls and requests with a specific stylist, it will be a higher commission rate vs. a walk-in who will take the next available chair. Being able to record which type of commission each appointment is a crucial feature for health and beauty.

### 6 Multiple Location Calendars with factored in Travel Time & Booking across different Locations

Today, appointment breaks when viewing more than 7 calendars at once - large salons/barbers need to be able to view larger volumes of calendars and calendars across multiple locations. Multi-location in a POS only works if: no employees overlap, or overlapping employees don't have overlapping availability between the locations. Travel time will not be accounted for.



## 7 Employee Management System

On the administrative side, you need a good employee management and shift scheduling tool. Plan in advance based on your needs, ensure that your shifts are always covered, and allow workers to trade shifts, freeing up managers to focus on other

## 8 Inventory Management

Inventory management ensures you never run out of the products for your salon. You also need to keep an eye on theft and shrinkage. Finally, centralized inventory management can alert you about products that you'll need to re-order.

## 9 Online Sales Reporting & Account System

With online sales reporting, managers can determine sales based on individual product, category of products, employee, or even time of day. Your centralized, cloud-based management should also include robust accounting features that can be used alone or integrated with QuickBooks. Discover if you're spending more than 1/3 of your revenue on labor, inventory, and fixed costs before waiting for the monthly report from your accountant.

## 10 Gift Cards

Offering gift cards is one way to generate word of mouth or get customers to bring friends to your salon.

## 11 Loyalty Programs

Loyalty programs that reward repeat business with discounts, free service, or other special perks are a way to keep your regulars returning. There are solutions that can automate and track such programs, making it easy for salons to redeem rewards.

## 12 Incentives

We will send a free iPad for the first 100 businesses that are willing to use our apps and send us a video testimonial that we can use on our website.



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