

THE STATE OF THE ART
SALON MANAGEMENT SYSTEM

EXCLUSIVE BEAUTY CARE - SIDCUP



Katherine Parker

Katherine Parker established Exclusive Beauty Care in 2001. Before that time, she had run her own business from home and built up a client base of 200 regular clients. Even before she had purchased the salon, Katherine recognised that having the right IT in place would be crucial to her success.

Going it Alone

Even though I was home based, I felt that it was important to invest in a system that would organise my client database and manage cash flow smoothly. I knew that it would be a challenge going it alone and in order to run the business properly I would need a professional salon computer system.

These were the key reasons for choosing i-salon™. Looking back, there is so much more to what the system has offered my business. I am not a natural 'Business Manager' but having i-salon™ means that I can run my own business while still being hands-on in the salon.

Personal Touch

Most of my regular clients are like old friends. Having treated some of them for years it's unsurprising that we get to know each other very well. As my clients grew in numbers and I took on another full-time therapist, it was strange to see clients in the salon that I didn't know. Helpfully, i-salon™ displays client details instantly so that we can guarantee great client service at all times.

Strength in Numbers

One of the biggest benefits to me of i-salon™ is having access to the daily and weekly taking sheets. I still remember when I had a bunch of receipts and cash to sort through and if I'd had a busy day the last thing I wanted to do was try to figure it all out. Now I just print out the report and it's all there for me in black and white - easy!



Taking Stock

When I moved from working at home to the salon premises, I decided it was time to manage stock in i-salon™. I have hundreds of product lines and keeping check of what needs to be ordered would be a nightmare without i-salon™. I use the minimum stock levels and purchase ordering features to make sure we never run out of popular products. I have also bar-coded every item which makes till sales easier for us and our customers.

Growing Success

I have now over 500 regular clients, with an average spend of £80. Exclusive Beauty Care is really growing and I put some of our success down to i-salon™. Without it, I would need to consider hiring a receptionist to help us cope. As it is, there is no need. i-salon™ is our receptionist and business manager all in one! I am proud to say that we have established an excellent reputation and that most of our new clients have come to us after a friend's recommendation.



Being able to manage every aspect of the business in one place is fantastic for me. I love it because it's so simple and does exactly what I need. I simply couldn't do without it.

