

The Retreat - Wokingham



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Reception

As the owner of one of the first salons in the UK to computerise, Colin Prince is well aware of the benefits that technology can bring to salon businesses. Now running i-salon™ at his Berkshire salon, Colin Prince is a passionate believer that the system has been a driving force in the ongoing success of The Retreat.

Dramatically Reduce Admin

"The main reasons we decided to computerise in the first place was to enable us to provide a better quality of service and to give me the time I

needed to work on developing the business – rather than being stuck behind a pile of paperwork.

I can't believe that I used to spend all day every Sunday doing the salon admin! We all value our time at weekends and working overtime which could be avoided was a real incentive to make the investment in i-salon™."

Excellent customer service

"We've always believed that customer service is just as important as the quality of treatment or hairstyle that our clients receive. If clients have been treated well, they are more likely to book a repeat appointment but most importantly, they'll keep coming back. My staff use i-salon™ to view client history before each appointment. They can see everything from where the client last went on holiday to whether they have children, their ages and hobbies. This makes the interaction much more personal and the whole experience a more pleasurable one. We also use the system to send all of our clients' birthday cards. We send around 400 each month which include a 10% promotional voucher. 65% of clients claim the voucher so we know it's an effective marketing tool."



Within the salon

Management Information

"i-salon™ has a fantastic set of reports and gives me the management information I need to be able to predict revenue and plan promotions. It's important to work from fact rather than just feeling. The facility to accurately project cash flow means I know when I can spend and when I should wait.

Staff Motivation

"Our staff love the system too. We use it to manage appraisals and set targets for them; each member of staff can call up their own history and compare performance against their colleagues. It's a huge benefit to staff when they can see exactly what will be in their pay packets each month, and of course we have eliminated disputes over commission, making for a much more relaxed working environment for us all.

Happy staff and happy customers are the ingredients for a successful business, i-salon™ gives us the means to make this

happen. We have a very low staff turnover, meaning our regular clients have a great deal of confidence in us as a team."

Increased revenue

"i-salon™ has helped us to reduce no-shows too. Text messaging is simple and the feedback we've had from clients has been fantastic. Before we started texting we had around 60 no-shows a week. Now that we're sending text reminders this has reduced to only 12 on average. We're saving almost £1,300 per month that would have been lost through unproductive time in the salon.

i-salon™ has not only made our business more efficient but it actually helps us to make more money than before."

No Regrets

In my experience, I have found that being forward thinking and willing to try new things can lead to great results. Investing in i-salon™ has been one of the best decisions I have ever made in my business. The system has given us a competitive advantage, looks great in the salon and is making us money at the same time!"