

salon today

SMART BEAUTY BUSINESS

Going Mobile

How smartphones and tablets
are transforming the way
salons and spas do business.

2013 Technology Guide

Latest software
upgrades for salons

App Attack

Awesome apps
for salon pros

Have tablet, will
travel: Salon owner
Freddie Berumen
stays connected
anytime, anywhere.

The Power of Mobility

A Streamlined Front Desk

In the Ventura area just north of Los Angeles, California, **Freddie Berumen**, owner of **Freddie B's**, says having a salon business that is ahead of the technology curve makes him more marketable as a potential employer. "Stylists today are hungry to be with a tech-savvy salon, it's made me the place to be."

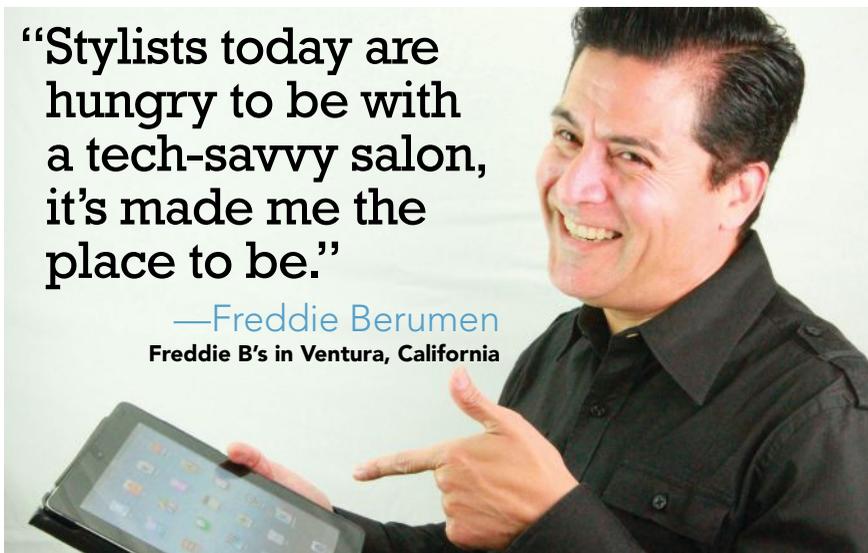
For Berumen, any staff member can use a smartphone or tablet to access the salon's software and appointment book at any time, and Berumen says that's helped end the panicked early morning calls and tied-up phone lines to check schedules. "And when a stylist is out and about and runs into a client who wants an appointment, she can confidently pull out her phone and add the client into the schedule," he says.

In January, Berumen and the team started using Yahoo Instant Messenger to communicate with the front desk. "The front desk would get congested with staff lingering trying to make a change to their own schedules or trying to make an accommodation for a certain guest, and I didn't like the way that looked," he says. "Now, we can text directly to the front desk and a little buzz goes off, alerting them to a message. A stylist can send an alert that she's finishing up with a client and she'll be right up for the next one, or ask the desk to check something when they have a free moment. It's been really useful."

Berumen and his staff are using tablets in conjunction with Pinterest as look books for consultations, and he believes it sends a clear message to clientele that his staff are modern and current in their skill set. The salon uses tablets to connect to Flickr.com, a photo sharing website, where each stylist stores their images

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—Freddie Berumen
Freddie B's in Ventura, California



At Freddie B's in Ventura, California, Freddie Berumen loves using Yahoo Instant Messenger to get important messages to the front desk staff without creating congestion.

from photoshoots, weddings and regular clients. "Most of the images they take with their phones, and we've been impressed with how many new clients we get who have seen those online," says Berumen. "Prospects also like the chair-side pictures stylists take with their phones as opposed to the professional shots because they know that it's the real work, and it's not been retouched."

"We're also doing more pre-booking at the chair using the tablet and not only does it free up the front desk, but it avoids that dance at the end when the client's mind has already moved on to her next task for the day," he says. "That allows the front desk staff more time to focus on up-selling more products while they are closing the transaction."

Instant Clients

Sal Cassara understands exactly how emotionally attached the younger generations are to

their phones because his daughter Chelsea is 20. "We connect to our stylists by texting—imagine 28 people all connected in a conversation, any hour of the evening—I think they even sleep with their phones," says Sal, who owns **Off 7th Salon** in Centereach, New York.

So when it came to using mobility to connect with clients at the Long Island salon, Sal called for Chelsea's help. The salon, which trends toward young, hip clients craving avant garde color, tapped into Instagram, amassing an impressive 9,000 followers over two years. "I began posting images of hair the salon was doing that I would enjoy seeing," says Chelsea, who is a pediatric nurse by profession, and the salon's social media manager on her lunch breaks. "I also don't post more than a picture or two a day, because you don't want to overload it and annoy people or they will block you." >>

"In New York City, there's nothing better for a customer than to walk into a store and the staff know you by name. On a client's first visit, we hand them a tablet with a guest survey that records their personal information, but we also take a picture of the client for our files. Then the stylist and even the front desk can pull up the picture before the guest's next appointment so they can identify on sight. When we first went with MINDBODY, the intent was eventually we'd work toward not having a front desk. We haven't started checking out guests at the chair, but we do have a private label product company and we will be experimenting with our software to process orders through an online interface and see how it goes."

—Derek Reynolds, Cutler Salons, New York, New York



"We get crazy busy around here so any resource we have to streamline the guest experience is extremely important. Each team member has the ability to pre-book appointments, update guest color profiles, and close out a sale from any place in the salon using their iPads or phones. We even have a mobile Bluetooth merchant terminal to close out any credit card sale at the same time. This is more personal and inclusive for guests and keeps the front desk from being overwhelmed."

—Lauren Hart, The Root Salon, Phoenix, Arizona