

## Case Study: Salon

### Client Name

Oak Street Salon  
OS2 Salon

### Location

2 locations in Illinois

### Services

Offers a full line of Aveda products  
and services

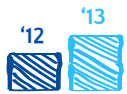
### Booker Client Since

March 2012

### Website

www.ossalon.com

### Statistics



31%

increase in the number of online  
bookings between December  
2012 and January 2013



56%

of Oak Street Salon's clients  
were repeat customers in 2012



94%

of salon revenue was brought  
in by repeat customers in 2012

## SalonBooker Takes Oak Street Salon Online and Increases Customer Bookings

### Challenge

After using installed software to manage his salons for several years, Oak Street Salon co-owner, Brandon Patrick, decided it was time to make the switch to a web-based system. With a salon in Chicago and another location in central Illinois, Brandon needed software that would allow him to manage both salons, regardless of his physical location. After evaluating a handful of web-based salon software options, Brandon knew SalonBooker was the way to go, because the system allowed him and his clients to access his salon on the go. He says, "I loved that SalonBooker was headed in the direction of client self-service, which was a big thing for me. I liked where the company was going."

### Solution

Brandon was immediately impressed with SalonBooker's usability as he set up the first salon in the system. He says, "The ease of use within the system is really nice. Once you learn how to find things, there are a lot of options and controls that make booking and the system really easy. It's great being able to set up chairs, products, inventory, and everything in the system, and really customize it to how I run the salon."

Additionally, SalonBooker gives Oak Street Salon's clients a new level of convenience not offered at other salons in the area. With SalonBooker, Brandon's clients can make appointments through his salons' websites and Facebook pages. Brandon says, "Clients really like being able to book their appointments online and manage their own account with SalonBooker."

Brandon appreciates being able to monitor his business at all times. He says, "It's good having so many options in terms of access. I travel frequently so it's nice to be able to access the salon from anywhere." And Brandon isn't the only employee who uses SalonBooker outside of the salon- "stylists like being able to check their schedules from home before coming into the salon. It helps them manage their day."

### Results

Since switching to SalonBooker, Brandon has seen a positive change in his business. He says, "I've seen a significant drop in the number of calls to the salon because of online booking. It really frees up a lot of time at the front desk and reduces the amount of time I spend managing our appointment book." And Brandon adds, "It feels good seeing appointments come in on my days off or when I'm not at the salon."

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Brandon Patrick  
Owner