

Case Study: Salon

Client Name

Verde Salon

Location

Collingswood, New Jersey

Services

Offers eco-friendly hair care services

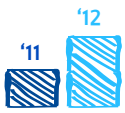
Booker Client Since

February 2011

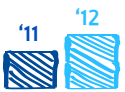
Website

www.verdesalon.com

Statistics



70%
increase in online booking
since October 2011



33%
increase in revenue between
October 2011 and 2012



61%
of gift certificates sold in
the first half of 2012 were
purchased online

Verde Salon Gains the Power to Succeed Online with SalonBooker and Increases Revenue by 33%

Challenge

When Kevin Gatto, owner of Verde Salon, decided to add online booking to his business, he opted against a costly hardware upgrade from his existing software to get the feature, and instead, looked into cloud-based options. After extensive online research, he turned to SalonBooker for new salon management. According to Kevin, "I came across SalonBooker, which had all the tools I needed, like eCommerce and online booking. It had all the needs there that I wanted without a huge investment."

Solution

After one demonstration, Verde Salon knew SalonBooker was the software they needed to take their salon to the next level of professionalism. Now with SalonBooker, Kevin always has a grasp on his business, and his customers can book online 24/7. According to Kevin, "Customers are loving that they can book online. Daily, more and more people are using it. Clients really love the ease and convenience of the system."

It did not take Verde Salon long to realize the additional revenue opportunities available through some of SalonBooker's tools, such as selling their products and gift certificates online. "We just added eCommerce to our website, which is going to open up a whole new door of revenue for us." Verde Salon also sells instant gift certificates through SalonBooker's Facebook application, which, according to Kevin, is "so much easier for us with the customers able to print or email the gift certificates themselves."

Results

After making the switch to SalonBooker, Kevin noticed a change around the salon. He says, "By offering online booking, we save time—SalonBooker gives us time. We have more time to focus on the clients in the salon instead of answering the phones, and we see an increase in our productivity."

After making the switch to SalonBooker, Kevin and his team will never look back. He says, "SalonBooker gave us the power to feel like a big salon. We have the power of what the big guys have in a manageable and affordable software program. After one demo, we realized this opportunity making the decision to say YES easy. SalonBooker offers us the power to succeed."

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Kevin Gatto
Owner