



Why Mane & Mani Trusts MINDBODY at Their Four Locations

★ **Business Name:**

Mane & Mani

📍 **Location:**

Boston, MA

⚙️ **Industry:**

Beauty

🏠 **Number of Locations:**

4

For most, wanting a blow out, wax, and manicure may mean needing separate appointments or even booking at different salons. But in the Boston area, it means booking with Mane & Mani, a four-location style bar specializing in hair styling, nail, waxing, and makeup services.

The Problem:

Creating a new business model

The idea for Mane & Mani came from owner Saverio Fulcinti and his partner Gina, a stylist, who performed all of the services Mane & Mani offers today during her career.

At first, Saverio thought the concept was crazy. But focusing on specific types of services meant Gina could see a higher volume of guests, since she wasn't doing any cutting or chemical services, she explained.

"It was a great experience for her," Saverio said. "Everything we do today, started with her."

The Solution:

Expanding and advertising with MINDBODY

They coupled Gina's concept with Saverio's entrepreneurial background, eventually growing the salon to four locations with hopes to expand further in 2019. Part of the reason for Mane & Mani's success has been their focus on life's little luxuries.

"Clients pay less for what we do vs. a traditional color or cut, but we see them more frequently. That has its challenges, but MINDBODY helps bridge the technology gap and give us the edge we need," Saverio said.

To manage the frequency of services—and to get customers to rebook—Saverio knew he needed an appointment scheduling and salon management software he could tailor to meet his unique business model's needs.

"The reason we jumped in with MINDBODY was because we felt we fit very well with the boutique fitness demographic and thought it made sense to align ourselves with software that was already in that space. We also knew we wanted to be a technology leader, embracing technology to improve the guest experience. We knew we could MINDBODY to do that."

Even though there are a lot of other software providers specializing in the salon space, we've been a big believer in MINDBODY from inception.

Saverio Fulcinti, Owner, Mane & Mani

The Results:

A customer-focused brand

With MINDBODY in place, Saverio and Gina's team can focus on developing the business, rather than filling an appointment book, which is something Saverio is very familiar with due to his background in starting and building other businesses.

"I walked into this thing having come off starting and growing a brick-and-mortar restaurant business," Saverio said. "I knew that I couldn't treat this like a traditional beauty business, I had to think about it differently. We needed to be the anti-salon."

Saverio and Gina's mindset means Mani & Mane focuses on the cleanliness of its space, including using FDA-registered sterilizers and tools, boasts a robust training system to ensure an industry-best staff, and a focus on customer feedback through a Net Promoter Score survey.

"We've invested in having a guest service team that responds proactively and sometimes, out of necessity, reactively, to feedback and information at the store level," Saverio said. "That's a huge focus operationally for us. It's a highly competitive field. We have to be great."

This focus on customer satisfaction is more than just a practice Saverio brought with him from his previous experience. Because Mane & Mani relies so heavily on return business, it's critical to its sustained success.

By coupling MINDBODY's built-in marketing tools and partners, Saverio and his guest experience team can see who's booking, send them a survey, and remind them to book their next appointment all from database.

If you're looking to maintain positive customer relationships, MINDBODY is ready to support you.



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To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today at www.mindbodyonline.com/business-software, or give us a call at 877.755.4279.

