



5 Must-Haves to Look for in
Salon and Spa Management Software



You have a vision

What is it? To create an environment that helps your clients look and feel good – a place where people can not only relax and feel beautiful, but a space where they can be pampered and emerge feeling like a brand-new person. This is what you were born to do.

Even though the passion is there, starting a business isn't easy. You may have run into a few difficulties along the way, such as:

- › Effectively marketing your salon or spa to attract new customers.
- › Sustaining operations in an area with lots of competition.
- › Encouraging previous clients to return for repeat services.
- › Staying organised and calm in an entrepreneurial role that truly is 24/7/365.
- › Managing your staff, schedule and inventory.

The strength of your salon and spa management software affects each of these issues, helping or hindering your business depending on its qualities. This guide will tell you what features to look for in order to thrive.

What do you need?

Whether your business focuses on massage, nails, hair, facials, waxing or any combination, you need to understand the customer lifecycle in order to best market to them.

- › Potential customers decide they want some sort of beauty or wellness service: a new haircut, manicure, a day at the spa or any service offered at your business.
- › If they don't have a dedicated place (or their first choice is unavailable), they browse online or ask friends for recommendations of the best local salons and spas.
- › They schedule an appointment, arrive and receive a fantastic service.
- › They then make a recurring appointment and are upsold on retail items.
- › They fall in love with your business and sing praises to their friends and family, helping you grow your business.

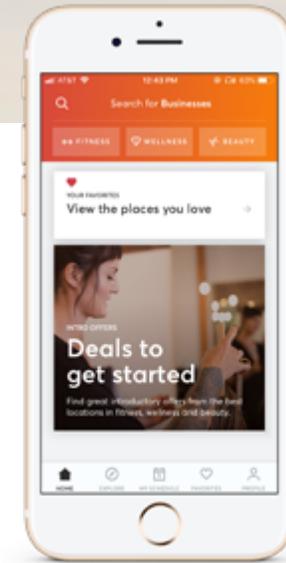
Salons and spas need a business management software that addresses customers at every step of the lifecycle.



No. 1

Customer marketing and acquisition

Salon and spa management software that doesn't include marketing is only doing half its job. Finding new customers is essential to your success, and in today's market, every tool you use should support this goal. Great salon and spa management software should include:



- › **Online booking for customers.** Eight in 10 Americans make purchases online.¹ The ability to shop online increases customer expectations, and they may be disappointed if they find they can't book your services over the internet or from their smartphone. You need software that integrates scheduling and payment processing in order to appease customers and fill your open spots.



- › **Connection to a network of active customers.** Great business management software puts you in touch with thousands of potential new customers just ready and waiting for your services.



- › **Multichannel booking capabilities.** People come to your business through various online channels – Google, Yelp, Facebook, your website and more. It's great to have a wide presence on the internet, but it's even better to allow customers to make appointments directly through these services.



- › **Integration with automated marketing software.** Frederick syncs your business's contacts, calendar and customer history to help you predict slow days and fill last-minute appointment gaps.

No. 2

Point-of-sale and retail services



Frictionless payments keep customers engaged during the most critical time: the payment process. Any error at this stage – whether a customer is paying for an appointment or purchasing from your store – can sour the experience and cause clients to rethink returning to your business. You need software that makes all transactions as simple as possible by:



› **Utilizing integrated payments and data storage.**

This way, new customers can make purchases as soon as they discover your business and returning customers don't have to fish out their credit cards in order to complete a sale. Their data is securely stored and tied to their individual account.



› **Providing a business app and mobile swiper functionality.**

An app that lets you and your staff accept multiple forms of payment from anywhere in your salon or spa. You're free to step away from the front desk without missing a sale.



› **Integrating with point of sale hardware.** A fast, secure payment device gives your customers complete privacy when paying (and tipping) for products and services at your front station.



› **Complying with Level 1 PCI standards.**

These are the highest security standards for the payment industry. A compliant software provider can help protect you against a data breach.

No. 3

Boosting revenue and minimising churn

The easier it is for customers to interact with your business, the better you can establish and maintain revenue. You want your software to work with you here, not against you. Once you've got consistent revenue coming in, you can broaden your services, upgrade your salon or spa and even expand into new locations.

What you need is comprehensive business management software with the following attributes:



- > **Membership features.** Perfect for customers who book regular appointments, memberships establish recurring revenue and help you retain customers. They also allow you to better track and forecast your financials.



- > **Comprehensive reports.** These give you the necessary insight on customer behavior, revenue trends, financial performance and seasonal changes, helping you better adjust your offers to maximize sales.



- > **Customizable business app.** Stay on top of your salon or spa's performance even when you're away. With a business app, you can quickly check daily appointments, staff calendars, daily sales and more.



- > **Branded mobile app.** Provide a cross-channel experience by adding your logo to your customer's mobile home screen. A custom app lets your customers quickly access the service menu for your salon or spa and book appointments.



- > **Retention marketing tools.** Send automated appointment reminders, anniversary and birthday messages, or referral program information with email or two-way SMS.



No. 4

Ease of use



Great business management software is easy for both you and your customers to use, minimising friction and reducing churn. To thrive in your market, you need software that provides:



- › Simple point-of-sale transactions, which improves service and makes customers more likely to return.



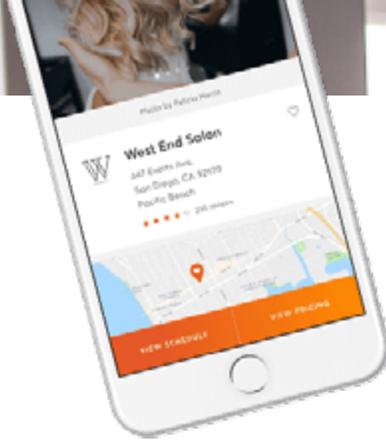
- › Easy payment processing features that allow staff to focus on customers' other needs.



- › Membership options that encourage customers to return to your business again and again.

No. 5

Features to expand your business



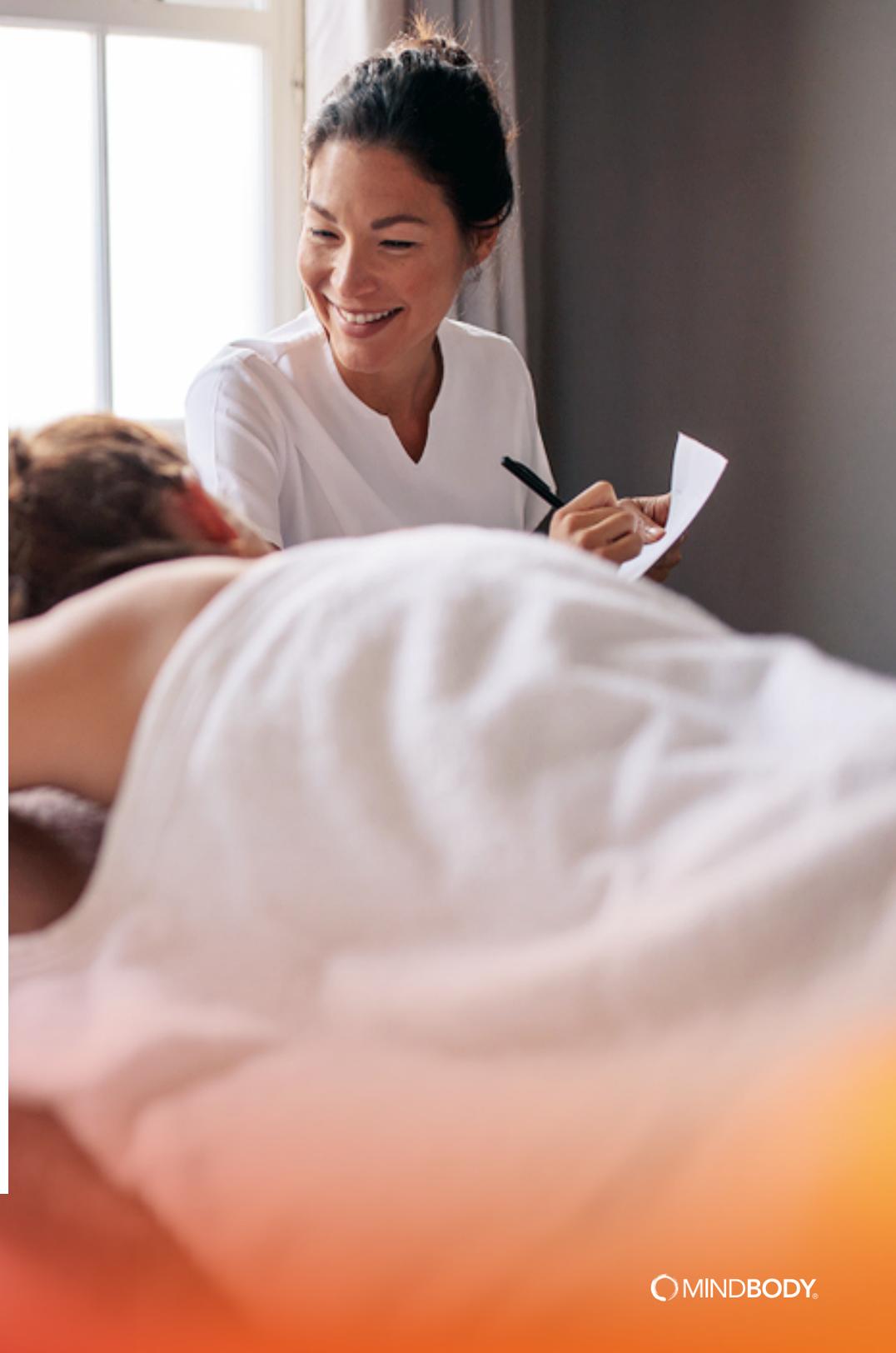
If you want your business to grow, you need software that is able to scale with you. Avoid the hassle of switching payment processors each time you open a location. Instead, prepare yourself with an application that's ready and waiting for your salon or spa to succeed.

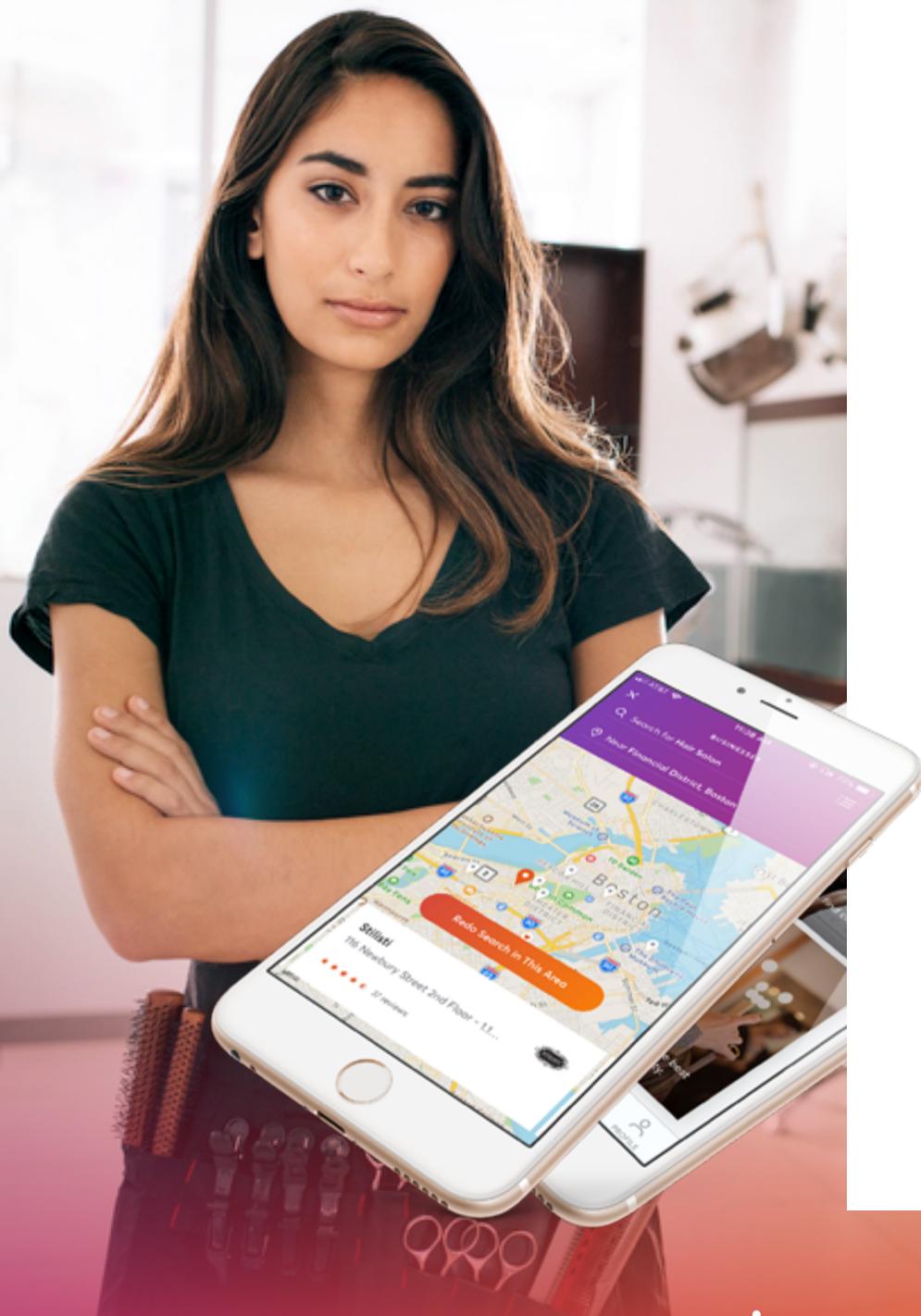


- Advanced marketing features help you attract a wide number of customers, attaining the revenue and client base necessary for another location.



- An open and easily integrated API makes scaling software across multiple locations a cinch.





MINDBODY:

Salon and spa software that meets your every need

While hard work and a clear vision are both important for success in the salon and spa industry, so is business management software that meets your every need. You want something that handles more than payments; your application needs to meet new and existing customers wherever they are.

MINDBODY software goes beyond the typical business management processes. It adds marketing, acquisition, payments and educational tools and connects salon and spa owners with a network of millions of clients around the world. Our ongoing trainings help you improve your business and expand into new locations.

- › **To learn more about how MINDBODY can help you achieve your business goals, visit our website at mindbodyonline.com or call today at 0203 514 1894 (UK) or 1800 817 161 (Ireland).**

Sources:

1. December 2016, Online Shopping and E-Commerce, Pew Research Center,
<http://www.pewinternet.org/2016/12/19/online-shopping-and-e-commerce/>