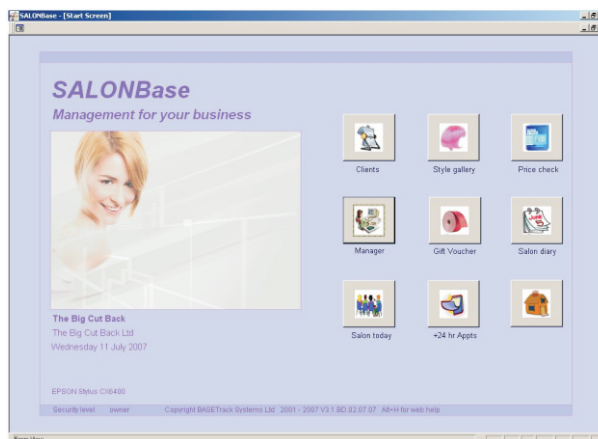


SALONBase has been designed to make running your business easier, more efficient and profitable. You'll find that the key features of the software will significantly reduce admin time, enhance the way you communicate with your customers and help market your salon.

Intuitive screens and ease-of-use make SALONBase the only real choice for your business. Please read more about some of these features below.



Customer details

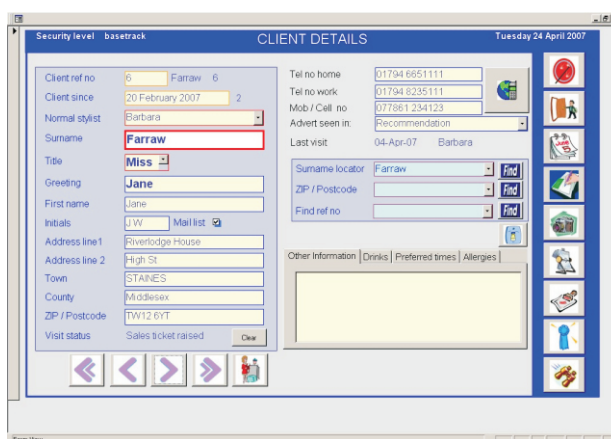
The Customer Details screen records all the information about your individual customers. It gives your staff quick and easy access to the information they'll need to make your customers feel at home – which is an essential part of running any successful and profitable business.

The customer's usual stylist is recorded here, along with details of their last visit including the date, and which member of staff took care of them.

Information about your customer's appointment history can be accessed from this screen as well as other useful

information such as your customer's preferred appointment times, or any allergies they may have to certain products. You can even record whether they prefer coffee with sugar, or tea without.

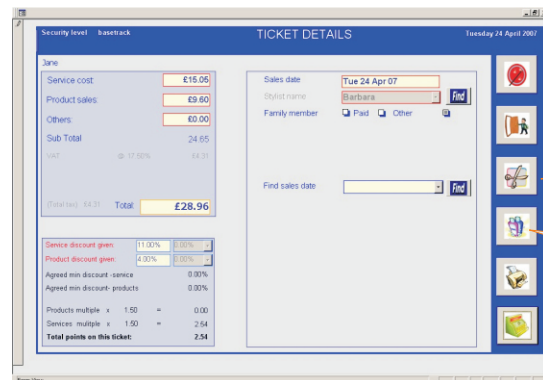
Customers can be searched for by surname, postal code, or reference number - and any customer can be found within five seconds ...so the next time they phone the salon, all their details are on-screen and ready to hand.



Sales ticket

After receiving treatments, your customers will usually wait at the reception desk while their sales ticket is completed. With very little training, any member of staff will have the confidence to create a sales ticket in seconds. By using intuitive on-screen buttons, keyed in a logical order, this important part of your customer service is very straight forward.

SALONBase even includes a 'customer loyalty points system' that allows you to allocate reward points for both your 'services' and 'product sales'. Points are normally redeemed using SALONBase's inbuilt gift voucher feature.



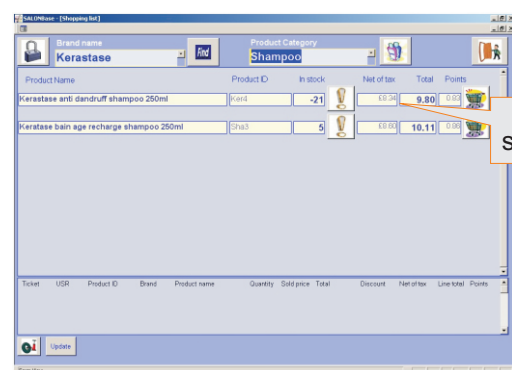
Service screen

Product sales

Product sales

Adding products to the sales ticket is again both easy and intuitive. All product names brands and categories are created by you in the Master setup, so these reflect exactly your business needs. Adding a product is then simply a matter of choosing the brand name and the category, and pushing the 'add to cart' button - enter the quantity and you're done.

It's an important part of your business, so ease of use and accuracy are essential. As products are sold, the system automatically records to which sales tickets they are sold to, minimising the potential for stock loss



Add to sales ticket

Add to sales ticket screen



Product sales using a Bar Code Scanner



SALONBase comes with the option to add products to the sales ticket via a bar code scanner. Using this method you just scan the product and push the 'Add to cart' button - done.

Service Screen

Adding services to your sales ticket adheres to the same easy 'click and add' principle. Once again the entries in the service list are all created by you for your business - so no compromises are needed — it reflects your business exactly how you want it.



Add service screen

All features shown are included in the one price



Payments

The payments screen records that your customer has paid and how i.e. Cash : Credit card: Voucher etc. You can accept multiple payments for each sales ticket allowing for your customer to pay using maybe a salon voucher plus another form of payment. The form of payments that your salons take are pre set by you, so you can be as detailed as you like.

At the end of the working day the system will work out what you should have in your till and divide this up into the forms of payment you have taken, so reconciling your days takings has never been easier.

Payment taken and points awarded

Ticket amount: £28.96 Acc. balance: -28.96

Amount to be paid: £28.96 Full 50% Remain

Payment taken by: Barbara

Form of payment: Credit card

Payment selected - push print button - then exit

Ticket amount: 28.96

Paid in full

Amount still to pay or credit: Zero

Barbara 82 Credit card 24-Apr-07 04.34 £28.96

Client ref no: 8 Pay ref no: 85 Payment Closed Points issued: 2.535

Pay ticket no: 82 Date of payment: 24-Apr-07 04.34

A figure in brackets and blue is in credit (an over payment).

1 Push wand
2 Select stylist if different from sales ticket
3 Select form of payment
A: If voucher enter voucher no and then push red button - on next screen push 'OK'. On this screen push 'Make payment button' (hand - plate).
4 Select 'Full' or '50%' - only use 'remainder' for a second payment or final payment to this sales ticket

Reward points

Reward Points can be given to your customers for product sales and any services bought by them. Initially, you will set the number of points you'd like to award for each product or service, and then set how much each point is worth. You can then even set certain days that will attract double points, or whatever multiple you have chosen. This is a great feature, as it entices customers into the salon on days that you might be less busy, i.e. double point days or Mondays. The Reward Points system is already incorporated into the system so it's ready to use if you want to.

Client points earned

Issue date and time	Sales ticket	Points earned
07/07/2007 10:00:13	20	0.00
07/07/2007 08:52:26	24	4.00
07/07/2007 08:51:32	24	4.00
27/06/2007 08:07:13	20	4.00
27/06/2007 08:07:13	19	4.00
13/06/2007 08:06:36	8	5.94
12/06/2007 15:54:35	5	0.95
12/06/2007 15:51:47	0	0.00
Total		23.88

Points available: 8.10

Client points used

Issue date and time	Voucher number	Points issued
30/06/2007 09:19:33	76QUE	0.011627608
30/06/2007 08:08:40	75QUE	0.01
30/06/2007 08:08:10	75QUE	0.03
30/06/2007 08:05:19	71QUE	0.04
30/06/2007 08:03:49		0.05
30/06/2007 08:01:40		0.03
30/06/2007 08:58:47		0.03
30/06/2007 08:58:22	87QUE	0.10
30/06/2007 08:58:01	86QUE	0.13
30/06/2007 08:27:24		0.06
30/06/2007 08:24:48		0.25
Total		0.75

Gift voucher

SALONBase is equipped with its own Gift Voucher facility, which can be used in the conventional way; allowing customers to purchase vouchers that can then be handed to another person to redeem at your salon. You'll also be able to convert your customers' Reward Points to Gift vouchers. You can even use the Gift Voucher function to target customers you haven't seen for a while by simply sending them a low-value voucher to entice them into the salon (remember that the gift voucher doesn't cost you anything until they use it – and by then, your customer is back in the salon buying treatments and products!) Used either way, the Gift Voucher function can increase revenue and enhance a professional appearance.

Find previous voucher: [Find]

Stylist name: Naomi

Voucher ID: 86QUE

Value: £20.00

Issue date: Wed 11 Jul 07

Valid until: 01/01/2020

Sold to: [icon]

Redeem date: [icon]

Redeemed by: [icon]

Other info: [icon]

Redeemed: ☐

Voucher Print Date Stamp: ☐

1 Push wand
2 Select stylist
3 Select value from 'value' list
4 If you wish to enter who this voucher has been sold to push 'Voucher' button.
5 Print
6 Collect payment

EPSON Stylus C5000

Style gallery

This feature allows you to capture and record your customers' ever-changing styles – of course, you will need a digital camera to do this. Once the image has been taken it can be stored on the system so that you can easily refer back to it. You also have the option to add the images to the Salon's own style gallery (you must of course ask the client if they agree to this), and use it to show other clients style ideas and examples of work you'd done.



The system is able to print the image your customer wants a picture of. Whether you want to charge for this service is up to you.

Discount days

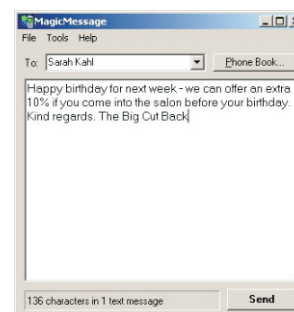
No matter how successful your business becomes, there are always going to be days that are quieter than others. SALONBase has a feature that allows you to give customers percentage discounts on the days that you choose. The percentage discount can be used for either 'services' or 'product sales', or both. You can promote these discount days by adding a 'promo' statement to your customer's sales tickets, or by adding it to your website, which is also advertised on the customer's sales ticket.

Day	Service discount	Tick to use as default	Product discount	Tick to use as default
Monday	10.00%	<input checked="" type="checkbox"/>	5.00%	<input checked="" type="checkbox"/>
Tuesday	11.00%	<input checked="" type="checkbox"/>	4.00%	<input checked="" type="checkbox"/>
Wednesday	9.00%	<input checked="" type="checkbox"/>	9.00%	<input checked="" type="checkbox"/>
Thursday	1.00%	<input checked="" type="checkbox"/>	1.00%	<input checked="" type="checkbox"/>
Friday	0.00%	<input checked="" type="checkbox"/>	0.00%	<input checked="" type="checkbox"/>
Saturday	0.00%	<input checked="" type="checkbox"/>	0.00%	<input checked="" type="checkbox"/>
Sunday	1.00%	<input checked="" type="checkbox"/>	6.50%	<input checked="" type="checkbox"/>

eg 0.125 for 12.5% eg 0.050 for 5%

SMS (text) messages

Keeping your clients informed with relevant information about your salon is an important part of your customer-relationship management — and SALONBase is equipped with an SMS function to fulfil this role. SMS messages can be sent to all your database contacts or specific groups, such as customers with birthday's approaching, or those that use a certain stylist, or clients that haven't used the salon for a while. Used correctly, this function will increase your profits and improve business performance.



Send SMS appointment reminders - cutting down on no shows

SALONBase comes with a default SMS application, however you can incorporate another application if you prefer. As with all SMS applications you will need to pre-pay a small amount for the messages you intend to send.

All features shown are included in the one price

Mail shot

SALONBase features a conventional mailshot facility allowing you to send standard letters to your customers. The mailshot facility is easy to use, with letters quickly constructed by entering the contents into pre-set paragraph boxes. The purpose of the mailshot facility is similar to the SMS function and you can choose intended recipients based upon their status, age, history, stylist or buying activity.

The screenshot shows the 'Mailshot Manager' window. It includes a 'Default Printer' dropdown set to 'EPSON Stylus C1400'. The 'SALONbase' header is visible. There are fields for 'Ref no' (9410) and 'Date' (27 February 2007). A 'Send' button is present. Below, there are several text boxes for composing the letter, including a 'Many thanks' section. On the right, there are buttons for 'Preview your chosen letter to all on the Mail List', 'Send your chosen letter to all on Mail List who have had tickets raised', and 'Send your letter to all on Mail List and a client since'. There are also buttons for 'Preview your letter between these dates' and 'Send your letter now'. At the bottom, there are buttons for 'Letter sent to: (not visible)', 'Ref no', and 'Red boxes require an entry inside for best results'.

Stylist data

Information concerning your employees can be stored on the system. You can create your own skill sets within the Master setup and then allocate the appropriate skills to each stylist. Also recorded on this screen is a stylists commission rate, and if they are a 'chair renter'. Other more typical information regarding salary and other aspects can also be entered here. Access to data like this is only via the owners screen so it is not accessible with the correct log in details.

The screenshot shows the 'STYLIST PERSONAL INFORMATION' screen. It includes fields for 'Stylist name to customer', 'Date employed', 'Gross salary per week', 'Based on how many hours', 'Chair Renter', 'OR Sales Ticket £', 'OR Pay Tax', 'Product commission', 'Others commission', 'Qualifications', 'Previous employee/s', 'Contract Conditions', 'Training', 'Find Surname', 'Show in ticket screen', 'Stylist skill set', 'Costs', 'Colouring', 'Tattoo', and 'Shop'. There are also buttons for 'Send your letter to all who become new clients' and 'No shows since'.

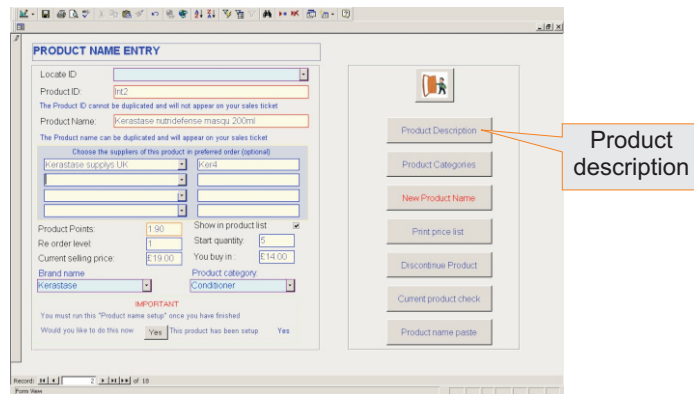
Service descriptions

When you customise SALONBase with your own service descriptions, you can add these services to their own category and allocate a 'skill set' to each of the services. If you have a Salon that provides a variety of services in different sectors this function can be very useful. It also allows you to ensure that the right stylist is chosen for the correct service. You can of course opt not to use this function fully and just use it for a normal price list.

The screenshot shows the 'Service price entry' screen. It includes fields for 'Type of service', 'This service requires a skin test', 'Skin Test Memo', 'Price: Net price if using Tax', 'Gross price', 'Points value', 'Category', 'Skill set required', 'The total tax rate is set at', and 'The points value is calculated by the default amount set within the main "Salon information" screen. You can still enter an amount manually in the orange "Points" box'. There are buttons for 'Print price list', 'Delete this Price', 'Skill set creation', 'All services', and 'Service categories'.

Stock control

Whether you want to use the full stock control system or not, SALONBase gives you the opportunity to group your product by 'brand' then by 'product type', so finding and adding products to a sales ticket is both easy, accurate, and fast. You can enter an optional description of the product with a direct link to a web address for that product if you wish.



Product description screen

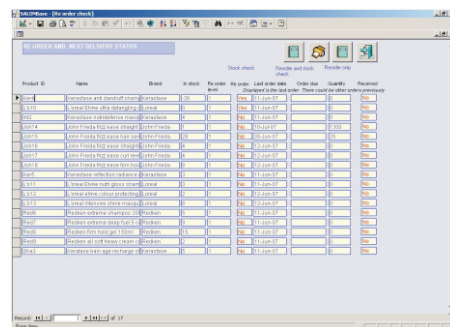
Adding products to a sales ticket using SALONBase is both intuitive for your staff and reduces the risk of mistakes being made. If you are using a bar code scanner then the product ID will be the product number shown below the product bar code.

From an administrators' point of view all product sales can be monitored and each product can be tracked back to the sales ticket it was sold to – this is all done automatically without the need for any intervention by the user. Reports can be created daily by the push of one button to show all product sales on any given day.



Stock re order level

If you have decided to use the stock control system then knowing when to re order can be an important part of your control. With SALONBase one button control gives you an immediate view of your re order levels. You will have previously set the level that you want to re order your products at (each product name can have a different re order level)



Product ID	Name	Brand	Re order level	Re order date	Order date	Quantity	Reorder status
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK
Int2	Kerastase nutridefense conditioner 200ml	Kerastase	10	20/10/2010	20/10/2010	10	OK

Within the stock control system are various print outs giving you detailed data of your stock. The stock control system will drill down to the detail - showing you to which sales ticket your products have been sold to.

Of course all these functions are optional so if this part of the system is unlikely to play a major role in your business then you don't need to use it - however if you decide in the future to use the stock control system - it's there waiting!

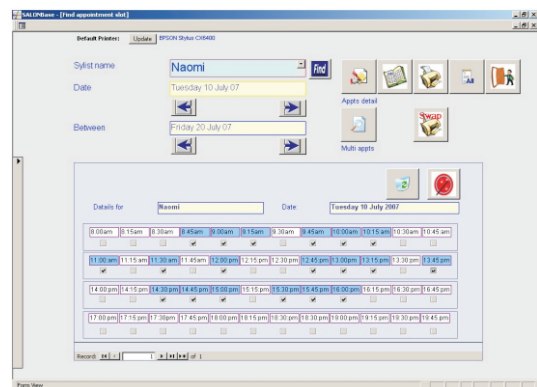
Diary System

Using a computerised diary system - maybe one of the most difficult decisions for a salon to make! That's why we have designed our diary around the typical paper diary - that everybody is used to.

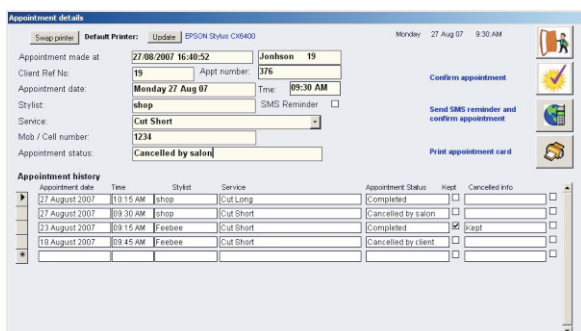
We have incorporated an easy to use system that allows for each stylist to have 48 appointment slots on any one day. You can easily add details to each appointment slot and have as many stylists on the system as you need. Finding an appointment now takes only seconds and you can view multi stylists between any two dates.

When you first select your stylist and the date, you are presented with an easy to view visual screen, with all the appointment slots taken shown in blue. With one click you enter the more detailed screen - which is the place where you enter names against appointment slots. Once you have added the client details to the time slot, you are presented with an appointment screen from which you can set options for SMS reminders or print an appointment card. Within this appointment screen you will automatically see this client's previous appointment history.

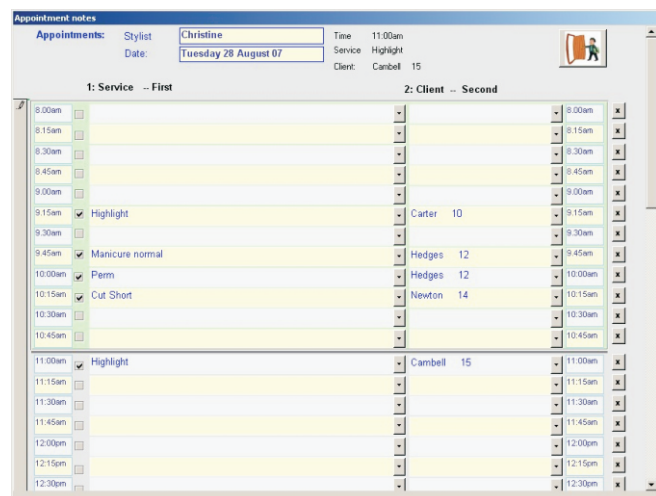
The appointment status is then automatically updated to give you a clear picture of the client history. A client with a poor 'no show' record or clients that persistently cancel are clearly shown.



Screen 1: Easy to view appointments screen



Screen 3: Enter further details such as SMS reminders - or print out an appointment card



Screen 2: Enter your client details

All features shown are included in the one price

