

Appointment-Plus Case Study: Salons

Big Papa Hair and Karve Salon

Client Profile

Big Papa Hair and Karve Salon, a Paul Mitchell focus salon in Oklahoma City, offers a full menu of salon services, including haircuts, conditioning therapy, colors and highlights, textures and waxing. Founded in 2006 by Merle Stiner, the five-member team provides professional expertise to approximately 400 monthly clients.

The Challenge and Problem

Prior to using Appointment Plus, Big Papa Hair and Karve Salon took most of its client appointments over the phone. This method proved inefficient, as it required staff to take calls and write down the service times in an appointment book. The business did not employ a receptionist, which created an ineffective—but all too common—scenario: Mr. Stiner and his team members would have to stop working on their clients' hair or other service and answer the phone.

The Discovery

As the owner of a growing business, Mr. Stiner determined that appointment-scheduling software that allowed clients to schedule their own appointments would be beneficial to his operations. Not only would it decrease the number of phone calls and allow his team to focus on their clients, it would also give both new and existing clients the flexibility to schedule their appointments 24 hours a day, seven days a week. As a small business, cost was a very important factor when deciding on a provider.

The Solution and Implementation

Mr. Stiner began his search for appointment software by visiting the Web site of another salon operator, which used Appointment-Plus for its scheduling needs. This gave him an idea of how similar operations utilize online appointment-scheduling software. After researching several costlier software providers, Big Papa Hair and Karve Salon chose Appointment-Plus as its appointment scheduler.

The Results

Since 2007, Appointment-Plus has helped Big Papa Hair and Karve Salon spend less time on the phone booking appointments and more time tending to its clients. The self-scheduling functionality is very popular with its clientele; in fact, 60 to 65 percent regularly book their service appointments online. Mr. Stiner says that many of these individuals bookmark the salon's appointment login page for easy accessibility when booking their next haircut or waxing appointment. Being Web-based, Appointment-Plus allows new and returning clients to book these appointments any time of day, not just during the salon's normal business hours. Once booked, clients receive reminder e-mails 48 hours before their scheduled appointment. In addition to its self-scheduling capabilities, salon staff also uses it to view and manage client information, including "no-shows."

Appointment-Plus (www.appointment-plus.com) is the worldwide expert in online scheduling solutions and creator of the scheduling industry's most flexible and feature-rich software program. Servicing over 100 different industries in 16 countries throughout the globe, it's the premier Web-based booking application for growing businesses, enterprises, higher education, government and logistics. With over 15 million end-users and 75 million appointments booked since its inception in 2001, Appointment-Plus is one of the fastest growing cloud-based services in the world. Headquartered in Scottsdale, Ariz., organizations ranging in size from Fortune 500 companies to small businesses use Appointment-Plus to book an average of 2.5 million appointments monthly.