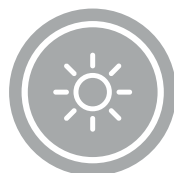

SALONTRACKER

management software



HAIR, BEAUTY & TANNING SALON MANAGEMENT SOFTWARE



SALONTRACKER

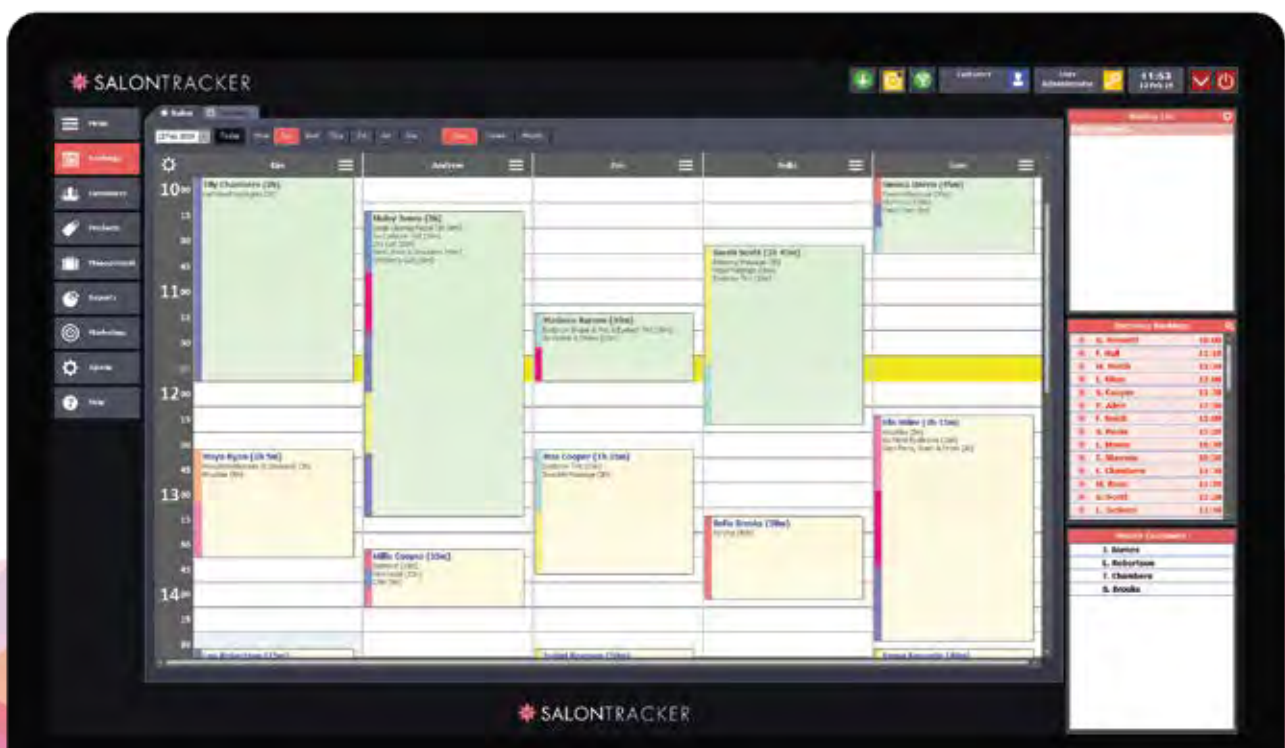
SAVE TIME, REMOVE STRESS AND IMPROVE ORGANISATION

Salon Tracker is designed to Grow Your Business & Boost Sales Performance

Our aim is to help free your time from the tedious activities so that you can dedicate your energy and passion towards your customers. Salon Tracker provides you with your own simple and unique management solution to ensure that your salon runs smoothly whilst profits are ever increasing. We tailor our software packages to suit the needs of your salon, providing you with a helping hand in the day to day running of your business.

“An excellent system which has, without a doubt, helped to increase footfall.”

Kevin
The Sun Centre



WHY SHOULD YOU CHOOSE US?

- Easy to use with FREE Setup & Support
- Manage Bookings with Advanced Digital Appointment Calendar
- Seamless Customer Journey with built-in Client Record Cards
- Reduce Client No-Shows With SMS Reminders
- Provide Clients with Convenient 24/7 Online Booking
- Allow you to Oversee Your Salon From Home & On-The-Go
- Make Business Planning Simple With Advanced Reports
- Improve Client Retention With Intelligent SMS Marketing Suite
- Improve Organisation with Paper-free Salon and Digital Stock Control



SALON TRACKER FEATURES



ADVANCED CALENDAR

Digital appointment book, with split-screen columns for multiple therapists and a colour coded system to identify different treatments.



CLIENT RECORD CARD

All client information, including date of birth, contact numbers and notes on skin testing are all stored securely within the system, eliminating the need for paper record cards.



SMS BOOKING REMINDERS

Automated SMS reminder messages to be sent out prior to all client appointments in an aim to reduce no shows.



INTELLIGENT MARKETING SUITE

Create tailored campaigns using our built in marketing filters to send these to clients via SMS. Alternatively link up with an E-Mail provider to export your client lists to send email campaigns.



STOCK MANAGEMENT

Instantly calculate stock levels, identify when product is running low and automatically update replenishment products with our built-in stock tracker.



BUSINESS REPORTS

Easily accessible advanced business reports, providing salon owners with concise information about sales, KPI's, staff performance and client spend.



ONLINE BOOKING

Offer a service where clients can book online 24/7 through the salon Website, Facebook page and Mobile App, meaning business is remaining profitable outside of salon opening hours.



MOBILE APP

Give clients the ability to book on the move through your Salon-branded Mobile App. Clients will have their own individual login meaning that they track their appointments at the click of a button.



SITE VIEW

Monitor KPI's and view your salon calendars with your own salon dashboard that can be viewed from any mobile or tablet when on the move world-wide.



HOMEVIEW

Oversee the salon and ensure that staff are still being punctual in your absence with Homeview, allowing you to have a version of Salon Tracker to run from the comfort of your own home.



HQ

Improve the management of your multi-site business and share client details with HQ, providing you with access to each of your salons from one main headquarters.



T-MAX INTEGRATION

Operate the sunbeds directly from the Salon Tracker system and ensure that minutes are tracked accurately with our timer integration, meaning that all minutes can be accounted for easily.



INCREASED SECURITY

Restricted access levels and permissions for different groups of staff, e.g. 'staff' and 'managers', providing business confidentiality and helping to prevent malicious behaviours.



INTEGRATED POS/ CARD PROVIDERS

We supply hardware that can integrate with Salon Tracker for a seamless management solution. We also link with a range of payment providers for an all-in-one payment system. (Additional Cost)



CALLER ID

Know who is calling the salon before you have even picked up the phone. All you need is a BT phone line and we can implement this facility so you are 1 step ahead when a client phones the salon.



SECURE SHELL

Lock down your PC so that staff cannot browse anything other than the Salon Tracker system during working hours.



E-SIGNATURE PAD

Go completely paperless in the salon as we offer the facility for clients to be able to sign for your salon terms & conditions and any disclaimers electronically.



FINGERPRINT READER

For staff and client use, a fingerprint ensures that only the client or staff themselves can activate their own information, meaning no-one can make a booking or sign in for a shift for somebody else.

Beauty, Clinic & Spa

We offer a complete paperless & organised solution to allow a stress-free and tranquil salon environment



Walk-ins & Waiting List

Manage those walk-in brow or nail appointments with our simple walk-in client and waiting list features. If all of your therapists are busy at any moment in time, you can clearly identify which client is next in line.

Stock Management

Track all retail sales and any products used within treatments with our stock control feature. Owner of a multi-site salon or spa, then you can order stock for each individual location direct from your main headquarters.

Advanced Reports

Run reports for direct information on sales, best spending customers and staff shift patterns. All the information you need to know about your business is tracked on the system and can be processed at the click of a button.

Skin Tests

We link with an electronic signature pad to ensure that your salon has a signed disclaimer attached to each client card for all beauty & clinical skin tests, to ensure that both your clients and your business remain protected at all times.



La Coco Beauty Salon

"Very happy with Salon Tracker software, amazing how simple it is to use. Would highly recommend to any salon!"

Laura Suchodolskyte – SALON OWNER

iBrow & Beauty

"Brilliant Software, easy to use, can easily book clients and take details. Has a fantastic breakdown reports of all transactions put through and makes cashing up easier."

Amit Vajir – SALON OWNER

Suzie's Tanning and Beauty

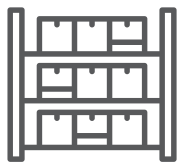
"So easy to use, reports feature is a god send. Let's me keep track of absolutely everything. This has changed the way my business operates. Keeping track of customers is so much easier and quicker with this system than traditional methods such as token boxes. So much more professional too."

Sara Long – SALON OWNER



Hairdressing

Our cutting-edge salon software is the perfect management solution for all hair salons



Service Charges

You have the ability to set certain service charges for different technicians. So whether your employees are junior or senior stylists, or even colour specialists, you can set the appropriate pricing so that the cost per service is generated automatically for you, dependent on staff level.

Stock Control

Monitor your stock levels in-house and also from a main headquarters (if you are a multi-site business). Order stock at your HQ and delegate this out to each of your individual salons, track all retail sales and hair products used within treatments to ensure that your stock levels are continuously accurate.

Split Bookings

We understand that within the hair industry it's important to be able to place yourself between two clients if you have a treatment or colour developing. You can even split the booking between two technicians if you share the colour and cut between two stylists.

Patch Testing

We link with an electronic signature pad to ensure that your salon has a signed patch test disclaimer attached to each client card before colour treatments, to ensure that both your clients and your business remain protected at all times.

Halfmoon Salon

"I have been using Salon Tracker in my Salon for several years now. We use it for Hair, Beauty and Sunbeams. Affordable, simple to use and works really well. There is always someone at the other end of the phone also if any problems occur. "

Rachel McDonald – SALON OWNER

Bladez Hair and Beauty

"Easy to navigate around the system for both staff and management. Text reminders are brilliant for clients and have reduced no shows! "

Karen Ward – SALON OWNER

Flamingo Bay

"I love salon tracker would never go back to paper cards, I love the fact you can go right back to all the history from when a customer signed up"

Annie Whitehouse – SALON OWNER



Tanning

**We are the Number 1 software system
for sunbed salons in the UK**



Accurate Minute Tracking

No more paper client cards! Keep track of how many minutes a client has used and what they have remaining of a course as our system tracks all minute usage. Know which client has bought minutes, when they have used them and on which sunbed.

Embedded Tanning Rules

Ensure that you are protecting clients' and complying with the latest tanning laws, as our system has built-in features to ensure a client cannot tan under the age of 18 and also notifies you if they have tanned more than once in 24 hours.

Secure Fingerprint Technology

With built-in fingerprint recognition, you can ensure that your clients' minutes and details are secure. Only the clients' themselves can then activate their own client card using their fingerprint, meaning no one else can use their minutes fraudulently under a false name.

Timer Integration

Take control of your business and operate your sunbeds from your cash desk, as we have the ability to integrate with T-Max and Sigma timer systems. It helps to eliminate any malicious behaviours that may occur from employees trying to give away free minutes in your absence.



Supreme Tan

"The main benefits for us have been the vast number of reports the system produces, the POS feature, the seamless integration with our TMAX timers and the stock control. Furthermore, the system is user friendly. Salon Tracker has drastically improved the management of our salon; everything is managed by one system cutting out paperwork and client cards."

Gavin Holder – SALON OWNER

Great Barr Tanning Centre

"We have been using the Salon Tracker system in both of our salons and have found it very easy to use. The customers like it too as waiting time has been reduced due to the speed of the system."

Ed Fahey – SALON OWNER

Hot Image Tanning

"I've had Salon Tracker for several months now and it has made salon life a lot easier with the recording of client details. I like how you can record how many minutes each client has bought, what packages they have bought and how long they have left."

Helen Radwell – SALON OWNER



24/7 Online Booking

This is the perfect way to offer an easy-accessible booking service to your customers

Most of us use smartphones on a regular basis and it's convenient if you can sort things out on the go.

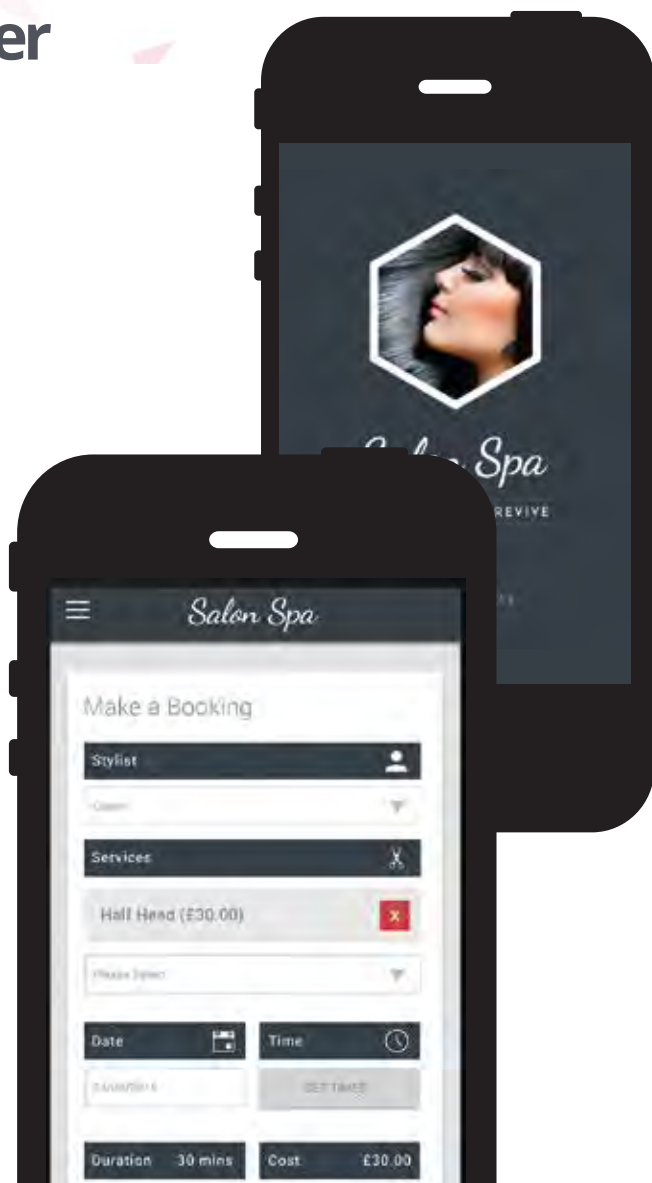
With our **Mobile App** feature you can give your customers a 24-Hour booking service, allowing customers to book when on the move.

Rather than having to work around a salon's business hours, customers can make a booking at any time during the day. Accessible 24/7, this leaves you knowing that your salon is consistently productive and making money even when its business doors are closed. You can manage and modify any bookings should you need to from your salon software system.

YOUR OWN SALON BRANDED APP

We offer a personalised client experience through using your salon's logo, which we will integrate in to the app for you. Clients get their own unique log-ins, where they can make bookings, check upcoming appointments and also track their history.

Our Mobile App is available on our Enterprise Package



5.1

Some 5.1 billion out of the 6.8 billion people on Earth own a mobile phone.



71%

Since 2016, 71% of adults in the UK own a smart phone.



66%

In the UK 66% of people use their mobile handset to access the internet.

Why go online?

Accessible 24/7, by having booking and client registration available online, this gives salon owners the peace of mind that whilst on holiday and at weekends, they know that the salon is consistently productive and making money even when business doors are closed.

ONLINE REGISTRATION

Online booking teamed with our online registration offers salon owners an alternative channel to target new customers. Clients can fill out a form on your website to submit their details electronically, in which this then instantly synchronises with the Salon Tracker system in the salon and users will be notified of a 'new customer' signing up online.

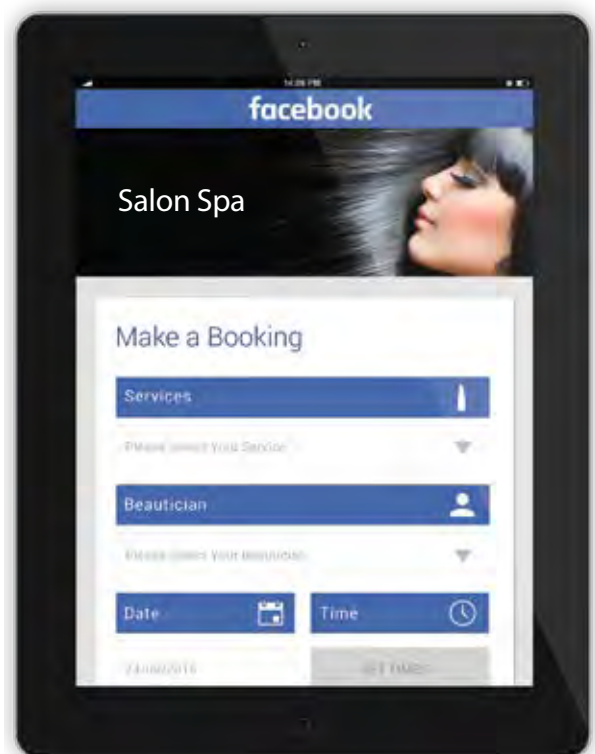
WHERE CAN CLIENTS BOOK?

Through your website, Facebook page and Mobile web app. Salon Tracker online booking will be great for those salons who already hold an established following on Facebook and already have a business website.

It also allows your clients the freedom to contact you at their own convenience, essentially widening your opening hours.

All appointments synchronise to the system in the salon, notifying staff of a new online booking, and also showing them whether this has come from your website or web app or from your Facebook page. A useful way to see which channel is most beneficial for clients booking online.

Our Online Features are available on our Enterprise Package



SYNCHRONISED ONLINE BOOKING

All appointments made online book-out on the calendar at the salon, meaning there's no need to approve appointments. Salon Tracker will read your appointment gaps and place the online booking automatically in the gap for you.

Access your Salon from any device anywhere anytime

Site View

Monitor the salon whilst on the move, or on holiday with our Site View Application

Oversee your salon from a tablet or mobile phone from anywhere in the world.

Our Site View application allows you to access your reports and track salon activity whether you are on the go, or on holiday.

You can monitor everything live as it is happening at the salon, including appointments, shift patterns and KPI's from your mobile phone or tablet 24/7. Run reports digitally through the app and view live dashboards of KPI's and customer information at the click of a button.

Your employees will also receive their own individual logins to be able to access their personal calendars to be able to plan for upcoming appointments.



"Great to do the job so I can see what is happening in the salon from my home office and when I'm away"

Steven Thompson SALON OWNER
BE TANNED

Salon HQ

Allowing multi-site business owners to manage all sites from one location

Monitor your salons from your main head office or from home

Our HQ feature allows you to oversee multiple salons from one location, making managing stock orders and monitoring KPI's much easier from one main location.

You can run reports for all of your salons without having to be at the salon site itself, meaning that you can monitor staff punctuality through our clock-in and out report at your head office.

HQ also provides you with the option to share all customer data across multiple sites, meaning that they only have to register at 1 salon, yet their details will be viewable at all locations.



"Wicked system with the most helpful staff you could ask for. Money well spent!"

**Christine SALON OWNER
SUNTANA**

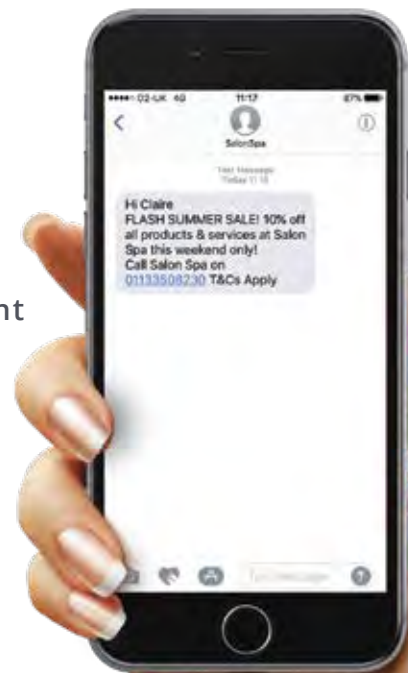


Intelligent Marketing Suite

According to Digital Marketing Magazine
"Around 98 per cent of all SMS messages
are opened"

Make use of our built-in sophisticated marketing suite,
allowing you to text and email clients simply with our
easy-to use management system.

- ✿ Reach Customers instantly whether they are at work, home or on the go
- ✿ Reduce no shows with automated SMS appointment reminders
- ✿ Create personal SMS and email campaigns
- ✿ Pre-filtered marketing messages to directly target particular clients
- ✿ Use our targeting filters to reward 'best-spending clients'
- ✿ Notify customers of services 'soon to expire'
- ✿ Encourage client return with personable approach



72%

72% of adult internet users use Facebook. - Hubspot



64%

64% of marketers are using social media for six hours or more weekly
Social Media Examiner



3B

Email use worldwide will top 3 billion users by 2020.
Hubspot

Reports & Facebook Reviews

Facebook Reviews

Build up your salons' credibility with our built-in Facebook reviews link!

Send automatic SMS review requests to clients following their treatment. The review message can be edited so that the text reads how you want it to and we include a direct link to your company Facebook page to help you to generate salon reviews.



Target Marketing

Salon Tracker's built in filters and reporting tools allow you to market directly to a particular group of people. Use our filters to target a particular gender, or age range of clients, for example around national holidays such as Mother's Day, Father's Day and Prom Season.

Our Sales by Hour report also allows you to identify peak and quieter times of the day, to determine when is best to run special offer events.

You can also view reports on demographics via our Salon Insights tool, to look at profits based on location, time of day and booking source used.



f

1.3B

Facebook has 1.13 billion daily active users.



90%

90% of all marketers indicated that their social media efforts have generated more exposure for their businesses



83%

83% of companies use at least basic segmentation for their emails

Smart Solutions to Advance your Salon

FINGERPRINT READER

Improve salon security and eliminate malicious behaviours with our built-in fingerprint technology. Clients will be prompted to place their finger on the reader upon registration. This ensures that their record details are secure and only the client themselves can activate their own client card on arrival in to the salon.

For tanning salons, this is especially beneficial as you no longer have the risk of clients tanning fraudulently underage with Fake Identification cards. Our fingerprint technology eliminates the chance of this, as a fingerprint is unique to any one person, the system requires a data match each time a client comes in to the salon to book a treatment.

FINGERPRINT CLOCK IN

Track staff log in and out times by asking employees to present their finger on the reader as they start and end a shift. Data from these readings will be stored on reports within the system. This ensures that you can keep a track of staff punctuality and be assured that they are remaining professional in your absence.

"Fingerprint ID function is great for any busy salon. Easily find the customer record and course minutes, and know you have the right customer."

Chris SALON OWNER
TANNING LOUNGE



SIGNATURE PAD

Improve Salon Security and efficiency with our electronic signature pad. Linking seamlessly with the Salon Tracker system, the e-signature feature provides salons with the ability to be able to go completely paperless as all disclaimers can be signed for and stored electronically within a client's digital record card.



CONTACTLESS PAYMENT

Create a seamless link between your software and card machine. We can integrate with a range of payment providers in order to support contactless and Apple Pay, providing quick and systematic transactions for clients.

For salons of multiple size or those with mobile technicians, this means that they can take payments whilst on the move rather than having to accept a cash method only. Your payment solution can also be made much easier by having multiple pay points through several terminals, meaning that you can minimise queue times if you have a large salon business.

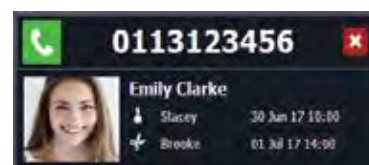


BENEFITS OF CONTACTLESS PAYMENT

- Smoother and faster payment process
- Allow clients' to split the bill between cash & card
- Transactions recorded and shown on a report
- Avoids staff error

CALLER ID

Know exactly which client is calling your salon before you've even picked up the phone! Caller ID recognises clients' telephone numbers from their digital record card. When a customer calls your salon, their name will appear at the bottom of the screen on the system. By simply clicking their name on the screen, this will then direct you straight to that client's record card and highlight their next appointment!



SUBSCRIPTION

STANDARD SUBSCRIPTION

£30

PER MONTH
MINIMUM 12 MONTHS
SUBSCRIPTION

Colour coded
appointment book

Complete customer information
including photos and birthdays

Track client appointment history,
purchase history, details & retention

Record notes, formulas
& personal data

Reduce no shows with SMS Booking
reminders

Increase client visits with
rebook reminders

No show
booking alerts

Fast and efficient
Point of Sale

Business sales
reports

PROFESSIONAL SUBSCRIPTION

£60

PER MONTH
MINIMUM 12 MONTHS
SUBSCRIPTION

All the features of the
Standard Edition

Two booking calendars to facilitate
hair, beauty, tanning, spa or clinic

Split payments

Staff commission
management

Stock management

Advanced marketing suite

Password protected
security levels

Advanced business
reports & charts

Integrates with
Fingerprint Reader, Tmax Timer,
Signature Pad & Caller ID ‡

ENTERPRISE SUBSCRIPTION

£90

PER MONTH
MINIMUM 12 MONTHS
SUBSCRIPTION

All the features of the Standard &
Professional Editions

Online booking

Online Facebook booking

Mobile web app

Multiple calendars

Cloud storage

Multisite setup

Custom business reports

Custom graphical charts

‡ Hardware purchased separately

All prices exclude VAT

All purchases are subject to Terms and Conditions available at <http://www.salontracker.co.uk/SalonTrackerTermsAndConditions.pdf>

SUBSCRIPTION ADD-ONS

ENTERPRISE PLUS SUBSCRIPTION

Site View

Salon HQ

Salon Assist

Call Salon Tracker direct on 0113 350 8230 for your Enterprise Plus Quote

ADDITIONAL COST PER FEATURE
MINIMUM 12 MONTHS SUBSCRIPTION
*ONLY AVAILABLE WITH ENTERPRISE SUBSCRIPTION



SALON HQ

Control your salon from home or multi-sites from your head office

Only available with Enterprise Package

£60 PER MONTH



SALON TERMINAL

Have an extra terminal on a second reception desk to minimise queue times

Only available with Professional and Enterprise Packages

£60 PER MONTH

HARDWARE PACKAGES



POS HARDWARE BUNDLE

ALL IN ONE TOUCHSCREEN PC
CASH DRAWER
BARCODE SCANNER
RECEIPT PRINTER

£1299



ALL-IN-ONE TOUCHSCREEN PC

Bringing efficiency and style
to your computer

£899



POS HARDWARE BUNDLE

CASH DRAWER
BARCODE SCANNER
RECEIPT PRINTER

£499

All prices exclude VAT

All purchases are subject to Terms and Conditions available at <http://www.salontracker.co.uk/SalonTrackerTermsAndConditions.pdf>

HARDWARE



CASH DRAWER
£149.00



BARCODE SCANNER
£149.00



RECEIPT PRINTER
£249.00



FINGERPRINT READER
£149.00



SIGNATURE PAD
£149.00



CALLER ID
£49.00

SMS CREDITS



1000 SMS CREDITS

£50.00

5000 SMS CREDITS

£200
(SAVING £50)

10,000 SMS CREDITS

£400
(SAVING £100)

All RRP exclude VAT

SCAN TO VISIT



OUR WEBSITE



SALONTRACKER

management software



CALL US FOR YOUR FREE TRIAL TODAY

0113 350 8230

info@salontracker.co.uk