

# Texts saving salons

LOOKING for a new way to confirm client appointments? Why not try text messaging?

At least two Coast beauty salons have begun using the innovative technique of sending clients an SMS to confirm their upcoming appointments.

Owner of Shine Beauty at Maroochydore, Joel Turner, said the move was sparked by the need to boost salon efficiency and convenience for the client as well as to combat wasted time in unfilled appointments.

"It's less disruptive and less intrusive to the client," he said.

## SMS for customer convenience

"It's also so convenient because the clients can respond by just hitting the green button on their phone at a time that suits them and that automatically updates the computer system, changing the appointment to a "confirmed" status. We haven't had any negative feedback so far, everyone appreciates it and it's definitely helped with greater accuracy."

Mr Turner said the SMSs were sent out en masse via the computer thanks to a feature of the \$5000

Shortcuts salon software program.

Clients are contacted a few days in advance of their appointments and there is the option of a second, follow up message as well.

"In the old days 40% of unused appointments were wasted down time, but today with systems like SMSing, we can control inventory to a point where there is only 5% wastage, which is just spectacular," he said. Mint Hair and Beauty and Scuba World also use the SMS technique with their clients.



**QUICK RESPONSE:** Vanessa Nock of Shine Beauty checks out a SMS from salon manager Carrie Munro.

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