



activesalon®

» Stay one step ahead of the competition - join the growing number of salons already benefiting from increased turnover and reduced costs through using ActiveSalon. ActiveSalon provides all the management information needed to develop a successful business.

Increase profits

ActiveSalon is a salon management system that has been designed from the start to **increase your profit**. The system contains a number of facilities that will dramatically improve all aspects of your business, quickly and effectively.

Marketing and Mail shots: The customer database module contains dozens of impressive reports and mailing lists that you can use at any time to communicate with your customers.

The mailing list manager takes the pain out of communication – you can send texts, letters, emails or post Twitter and Facebook messages quickly and easily.

Using these exciting marketing facilities you will be able to:

- ◆ Retain your current customers
- ◆ Win back lost customers
- ◆ Find new customers
- ◆ Post messages using social media

Point-of-Sale

ActiveSalon has a full range of point of sale functions including; receipt printing, barcode scanning and price lookups.



Although the system is extremely easy-to-use, **ActiveSalon** has been designed to automate many of your day-to-day tasks, such as stock control and customer account management. These functions and many more, will save you time and money.

Appointment Book

ActiveSalon's advanced appointment book makes it simple to book customers in. Simply double-click the appointment slot, select the customer and the services the customer would like to have done and **ActiveSalon** does the rest. You can add as many columns as you need in **ActiveSalon's** appointment book, which can be used for anything from stylists, treatment rooms, beauticians, therapists, vibro plates and sun beds etc.



The appointment book supports full drag-and-drop functions with the mouse, which provides you with an extremely easy way to move, postpone and cancel appointments in the book.

Promotions & Discounts

ActiveSalon includes very flexible discount and promotion functions, which enable you to design effective promotions. For instance, you can set up 'happy-hour' or seasonal pricing, etc. These facilities assist you in promoting your business during quieter times.

Security Functions: ActiveSalon is protected by an advanced password and privilege system to ensure that your business data is kept safe. In addition, the system contains a full audit trail and transaction journal, which records all aspects of your business.

Automatic Stock Reordering: ActiveSalon continually monitors stock levels. When your stock falls below a preset threshold, it can automatically send an order to your suppliers via email or you can print out and post the order – saving you time and reducing errors.

Management Reporting

ActiveSalon includes a large number of extremely useful reports, graph capabilities and management summaries. Reports can be printed, emailed or sent direct to named recipients. This ensures you can still be in control even when you are away from the salon.



Customer Management

ActiveSalon is an advanced point-of-sale solution with fully integrated customer database, analysis and marketing tools.

ActiveSalon captures detailed information about your customers, including their contact details, spending habits and favourite products and treatments. This information can then be used to help increase your profits through customer relationship management (CRM).

ActiveSalon empowers you to do this and much more.

Loyalty Points

ActiveSalon's management system enables salon owners to set up a loyalty scheme for returning clients. Returning clients can earn points for every pound they spend, which is set up at the salon owner's discretion.

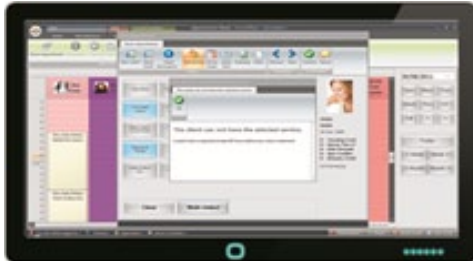
There is also the option to have the scheme coincide with a loyalty or membership card too. The loyalty points scheme makes it easy to reward your best clients and offer incentives to new customers.

contact the team

Tel 0161 976 9635
E-mail info@activesalon.com
www activesalon.com

Suitability Questions

ActiveSalon allows you to set up unique questions specific to your salon. It can prevent staff selling un-suitable products/ treatments to your clients. With tick box answers, the questions are quick and easy to answer. Link the questions to treatments for instance: an eye brow tint, to insure a patch test had been carried out. Or link questions to products, for instance: for a cream, to ensure the client doesn't have any skin complaints which maybe irritated by using the cream.



In Depth Customer Demographics

The better you know your customers' needs, the better you can serve them and the more money you will earn. **ActiveSalon** has lots of exciting comprehension tools that help you understand your customers perfectly.



ActiveSalon empowers you to do this and much more. **ActiveSalon** is an advanced point-of-sale solution with fully integrated customer database, analysis and marketing tools.



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Key features & benefits

Feature	Benefits
Advanced point-of-sale screen automatically adjusts stock levels, resource usage, customer credits and accounts for each sale.	Reduces manual administration, allowing you to spend more time with your customers. Those busy evenings spent counting products and working out takings are all done by ActiveSalon.
End-of-day & shop status reports automatically printed and emailed to the shop manager/owner	Stay in control of your salons even when you're not there! Crucial management information can be emailed anywhere. Get the single report of all activity for the day, or run the status reports at any time, and you have your evenings free from paperwork and peace of mind that the salon is maximizing its revenue and profits.
Easy-to-use, powerful appointment book with drag-and-drop and touchscreen capabilities	Appointment booking is made easy and efficient. Spend more time with your customers by scheduling appointments more effectively. Multiple sessions, repeat bookings and automated credit deduction make the client experience more enjoyable
Social Media: Twitter and FaceBook integration	Now you can keep in touch with clients easily by utilising the quick communication offered by Social Media. Have a cancellation in the afternoon? One message on Twitter and your clients can see the appointment and book it, leaving you with less empty seats.
Client membership, loyalty points and biometrics	With ActiveSalon you have all the tools to ensure you give the customer the best experience and for you to maximize profits. By using membership cards or the new finger print scanners you can identify your clients when they come in quickly and easily, and also give them loyalty points to reward them for their continued custom.
Comprehensive client database with digital photographs.	Client information is essential for marketing campaigns to be effective. The client database in ActiveSalon is extremely detailed and will provide you with all the information you need to run effective marketing campaigns..
Full client history, including visits, appointments, sessions, products, courses.	Know your customers in detail - get up-to-the-minute information on all aspects of their account, including purchase history and favourite products, etc.
Full theft control using approved timer systems.	With increased health and safety risks in tanning, you need peace of mind knowing that every session used is being activated by your system. ActiveSalon will start and stop tanning beds and vibro machines to ensure all profits are going back into the salon without the risk of breaching safety regulations.
Detailed analysis screens with on-screen graphs and charts	Detailed knowledge of your salon is crucial to its success. As the manager/owner, you should be able to extract any information you want easily and quickly. ActiveSalon contains a number of facilities to make this process fast and painless, so as to quickly identify trends and patterns in customer spending habits.
Stock list, stock check, re-ordering, stock input, stock enquiry and supplier lists.	Full stock control facilities are built in which reduces your manual effort and increases the time you spend selling to your customers.
Automatic referral/reward management.	Referral marketing (getting your customers to recommend new customers to you) is an extremely powerful way to increase revenue.
Powerful search capabilities to find customers easily	Customers will be amazed at how quickly you can find their full details. You won't waste time trying to find them in the database - ActiveSalon finds customers very quickly.

For more information about **ActiveSalon** and how it can benefit your business, please visit our website at www.activesalon.com or call on **0161 976 9635**.