



## EMAIL AND SMS

Phorest Cloud gives you the opportunity to personalise your marketing with SMS and email marketing tools

**Specify** who you send a text or email to by gender, age, month of birth or create your own categories.

Check out the Phorest blog for email & SMS ideas and templates [blog.phorest.com](http://blog.phorest.com)

“The reason we love Phorest is for their forward-thinking and proactive development team that ensures we can always stay ahead of the competition.”

**JEZ HAWKINS & DAVID WORTHY,  
DOO-DAS HAIR GROUP**



## CREATE NEW WAYS TO MAKE MORE MONEY

You can also use SMS and email to create new revenue streams e.g. you can create a new category called ‘men vouchers’. When Valentine’s Day comes up, you can send them a targeted text with a special offer for vouchers!



# CREATE THE ULTIMATE CUSTOMER EXPERIENCE

## HOW DO WE KEEP CLIENTS COMING BACK?

By using Phorest Cloud and your natural flair and ability to provide the ultimate client experience... that’s how!

- > **Remind them** about their appointment with auto text reminders.
- > **Remember them** Personalise your client cards with notes that add a personal touch e.g. about their family or how they like their coffee...
- > **Thank them** for their custom with auto thank you texts and emails.
- > **Reward them** with your very own salon-branded treat card. Surprise clients with a treatment they’ve never had before. This will also increase your average spend!



## Serbhis go Hiontach - (Service without Measure)

Serbhis go Hiontach is the Irish for ‘Service without Measure’. Every time you have the pleasure of engaging with Phorest’s great customer service team, you rate your experience out-of-five. If you tell us you had a poor experience our whole team is alerted with an alarm!

## Effortlessly MANAGE YOUR SALON

Phorest Cloud allows you to manage your business from your home. Unlike other salon software Phorest Cloud backs up your salon’s vital information to the ‘cloud’ every second. If anything ever happened your salon, your information is stored safely so you’re never back to scratch.



### Appointment Touch-Screen

Easiest to use in the industry - FACT



### Point-of-Sale

Manage vouchers and promotions and speed up service with a lightning fast till



### Client Records

Store, back-up, categorise and effortlessly manage your client database



### Staff Performance

Review performance e.g. who’s getting the requests and making you the money



### Stock Management

Order stock at the touch of a button and do a stock-take from the comfort of your bed!



### Reports

Get the latest vital stats about your business from financials and sales to customer loyalty.



## WATCH YOUR SALON GROW

With the Marketing Magic of Phorest Cloud



phorest™

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[www.phorest.com](http://www.phorest.com)

WE OFFER COMPREHENSIVE TRAINING ON ALL ASPECTS OF PHOREST CLOUD PLUS WE PROVIDE A FULL ONLINE TRAINING CURRICULUM RUNNING DAILY.

“Phorest Cloud’s marketing is so useful. Getting feedback from clients through the software means we’re really on the pulse of the customer experience we provide. The ability to meticulously track KPIs and performance through user-friendly reports is also a major bonus!”

JOHN MAHER,  
QUEEN HAIR SALON



Let’s make a commitment to continually grow your salon year-after-year without exception. All that’s required is your natural talent and extraordinary passion to provide a customer experience better than all the rest.

## OUR PACT

The good news is this – the very thing that will differentiate you from other salons and make your enterprise grow is the very thing that makes Phorest Cloud and the Phorest team stand out from other salon software.

Together we share an unrelenting focus and natural ability to achieve a number of key business goals for your salon. Read on to see what we can achieve...

## WHAT YOUR SALON WILL ACHIEVE with PHOREST CLOUD



- > **Increase turnover** by introducing lots more new clients to your salon and your services
- > **Keep clients coming back** again and again, more often
- > **Increase revenue** by taking appointments 24/7, 365
- > **Get clients spending more money** on new treatments, styles and colours
- > Make your salon ‘go viral’ and **get more people talking about your salon**
- > View and **create stock, financial and staff performance reports** from your home
- > **Safeguard your salon’s vital information** with automated back-ups

“Phorest Cloud has really helped us with the day-to-day running of Mimi’s. The software has cut out so much paperwork and best of all it gives more time to focus on what’s most important – making our clients look and feel great!”

JESS RYAN MCGUIGAN & KAREN DEPAOR,  
MIMI’S BEAUTY ROOM



“Clients want something back and the TreatCard has helped us increase client retention. Our app is another great specialty we’ve added to our brand-building portfolio and online bookings are filling quieter periods and increasing staff utilisation.”



JULIA GAUDIO, ELAJE HAIR & BEAUTY

89%

89% of your clients have smartphones

89%

89% look up local info including businesses and services

36%

36% buy services and goods on their smartphone

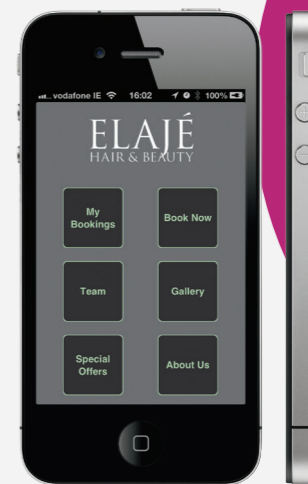
## SMARTPHONES & FACEBOOK Effortlessly Grow Your Business

Facebook is like word-of-mouth on steroids, or ‘word-of-mouse’ as it’s known. Think of it this way:

Are you more likely to pick a holiday resort or restaurant based on a friend’s recommendation or an advertisement? Now think about the potential of someone recommending your salon on Facebook to hundreds of their friends...



This is why you need so much more than just regular salon software. Phorest’s cloud-based approach will help you with all the housekeeping from staff to stock and guarantee growth through it’s unrivaled suite of marketing tools.



## APPS & FACEBOOK

Get your very own SALON-BRANDED APP

**1 Increase clients’ average spend.** Encourage clients to try new treatments with a section dedicated to your latest special offers.

**2 Increase revenue.** Take credit card bookings 24/7, 365.

**3 Increase brand awareness.** Your salon’s logo and brand will be on their home screen every time they pull their mobile out to call, text or browse.

**4 Increase confidence.** Introduce your team members to your clients and showcase their great work in your gallery.

Integrate your FACEBOOK page

**1 Increase revenue and average spend.** Automatically send every new client a thank you email with a link to your page. 70% will end up liking it!

**2 CONSTANTLY IMPROVE YOUR CUSTOMER SERVICE.** Every client that books through Facebook or your app is sent an email asking them to rate your service. If it’s positive, they can share it on their wall with all of their friends.

Your clients on average have 130 Facebook friends. Some have many more!

With Facebook and Phorest Cloud, all you have to do is provide great customer service and watch the power of word-of-mouse unfold.