

## Cutting Edge EPOS for Reflections Hair Salons by Bristec & Toshiba



Reflections Salons, located throughout the South West and Midlands, is one of the largest independently owned hairdressing companies in the UK, with over 18 salons, two training academies, and employing over 200 people.

The company required a streamlined management information system that could quickly replace its labour-intensive paper-based reporting system. It was also necessary to ensure an integrated solution that could control all salon activity, stock ordering, and manage a customer loyalty scheme for targeted direct marketing.

### The Solution

Reflections selected Bristec Systems Touch-Pro & Boss software running on Toshiba ST-60 integrated touchscreen terminals, as they were able to supply a tailor-made solution to meet their business needs.

Bristec recommended Toshiba ST-60 tills due to their quality and reliability, ensuring low cost of ownership, as well as ease of use with intuitive, robust TFT touchscreens. The small footprint and discreet aesthetics were perfect to fit in with the Reflection's modern professional image.

The initial installation began in September 2003 with Bristec's Touch Pro software and Toshiba ST-60 touchscreen terminals installed at each salon. A server was installed at the company's head office in Bristol to link data from each of the 18 salons. It is envisaged that this will eventually provide real-time information to head office from all of the individual salons 24 hours a day, 7 days a week, using Bristec's Boss back office software.



## The Benefits

As information is now available at the push of a button via the head office server, Reflections has instant access to salon data and information. For example the company can instantly see the number of clients that have visited each salon, or even how many clients each staff member has seen and provided a service.

Prior to the installation of the Bristec/Toshiba system, salon managers spent hours collating the information for head office, using paper-based systems. Instant access via the server now saves a great deal of time and money and ensures accuracy of information.

For payroll, figures are available immediately for collection of bonuses and calculation of staff commissions. For example, management are able to check both salon and staff performances against the services offered.

Reflections often runs special offers and promotions in local press using vouchers for redemption. Until now they have not been able to monitor the effectiveness of any of these schemes. Utilising the scan feature on the new EPOS solution they can accurately measure the take-up of each individual promotion by use of a barcode on the voucher. The accessibility of this information means that Reflections can quickly and easily analyse the success of the different special promotional activities.

Automatic availability of data allows management to check discounts being given against the various offers available to ensure that these are not being abused. Standardisation of pricing at HQ level also ensures that the correct treatment or service is being offered at the same price in each salon, reducing errors and the opportunity for staff fraud.

Reporting on the financial benefits, Paula Ashley, Reflections Finance Director commented, "Even in such a short space of time, since installation in September, the system allows us far more detailed reporting information quickly and accurately on the various different salon activities." Paula continues, "The system overall gives instant access to data and information which would normally have taken salon managers hours to collate, making us far more efficient. With the new solution now in place, we plan to develop the system to enhance the salon and company stock ordering procedures."

## The Future

One of the most exciting developments planned is the use of the EPOS system to control salon activity and to tailor promotions based around the performance of each of the individual Reflections salons.

Once the sales history database is built up, detailed analysis of different sales will be possible. For example, Reflections will be able to identify how many male clients visit each salon, their average spend, how much product they buy, and even how far they are prepared to travel to visit their favourite stylist!

Analysis of the database history will also mean that Reflections can carry out sales promotions based on targeted personalised client offerings. In this way the company will be able to build a two-way communication with their customers helping them to retain their loyal clients, using their "Privilege Customer Loyalty Card". Card-holding clients receive a 20% discount at each salon visit and receive advance notification of promotions. The use of automatic flags mean that personalised reminders can be sent to clients who have not visited the salon in two months, to advise that their highlights may need re-doing, for example. For less busy periods, such as after Christmas or for less busy salons, clients can be sent offers, on special promotions, such as reduced hair cuts via email or text.

Andrea Long, Marketing & Business Development Manager comments, "Our main aim for the forthcoming year is to use the EPOS system supplied by Bristec and Toshiba to retain our loyal customers through personalised marketing initiatives, as well as to expand our client base through targeted promotional activities."



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