



technology

Technology plays an important role in almost every aspect of running a salon—from the software management used internally to keep track of business and coach employees, to the sophisticated automated marketing programs that send appointment reminders, follow-up surveys and promotional e-newsletters to guests. To ascertain all the different ways an applicant taps technology, we challenged each one to put together a presentation to their local bank as a supporting document for securing financing. Bonus points were awarded to salons that demonstrated they leverage technology in a variety of ways and could provide data that proved technology has made a tangible difference in their business operations.



Inside Maximé in Hingham, MA.

The Artistic Salon

Auburn, CA
theartistic.com
Stacy Hampshire

SQUARE FEET: 1,600
TOTAL EMPLOYEES: 16
AUTOMATED SINCE: 1994
WEBSITE ESTABLISHED: 2002
AVERAGE CUT & STYLE: \$45
BEST SELLING RETAIL: Aveda
COLOR: Aveda
TECH SUPPORT: SalonBiz, Demandforce, LoyalBlocks
ASSOCIATIONS: Intercoiffure, NCA, PBA, International Haircolor Exchange

"We recently began working with LoyalBlocks, a digital loyalty marketing company with a free, downloadable app for Androids and iPhones. This app hosts a digital punch card which lets our guests check-in on Facebook when they walk into our salon, and rewards them for inviting their friends to join us on LoyalBlocks."

The Hair Company

Leonardtown, MD
thehaircompany.biz
Owners: Jackie Buckler and Debbie Link
Stockholders: Jill Murrey, Amber Long and Heather Gray

SQUARE FEET: 3,500
TOTAL EMPLOYEES: 42
AUTOMATED SINCE: 1996
WEBSITE ESTABLISHED: 1999
AVERAGE CUT & STYLE: \$49
BEST SELLING RETAIL: Redken, Pureology
COLOR: Redken
TECH SUPPORT: Envision, Constant Contact
ASSOCIATIONS: Summit Salon

"Digital Photo Frames are used on occasion at our front desk, or at the color bar to show slide shows of our recent training, photoshoots, or a product line. We also show off our clothing line we designed."

Karen Allen Salon and Spa

Riverside, CA
karenallensalon.com
Van Khanh Nguyen

SQUARE FEET: 2,500, 2,400, 1,900
TOTAL EMPLOYEES: 75
AUTOMATED SINCE: 2001
WEBSITE ESTABLISHED: 2002
AVERAGE CUT & STYLE: \$55
BEST SELLING RETAIL: Aveda
COLOR: Aveda
TECH SUPPORT: Millennium, Demandforce
ASSOCIATIONS: PBA, 2 to 10

"We developed our mobile website for guests to get the information they need right on their smartphones without having to navigate the full-sized website on such a small screen."

Maxime

Hingham, MA
maximesalon.com
Ronit Enos

SQUARE FEET: 1,300
TOTAL EMPLOYEES: 10
AUTOMATED SINCE: 2001
WEBSITE ESTABLISHED: 2002
AVERAGE CUT & STYLE: \$90
BEST SELLING RETAIL: Oribe, Minardi Luxury Care
COLOR: Joico, Beth Minardi Signature
TECH SUPPORT: SalonBiz
ASSOCIATION: PBA

"SalonBiz Cloud allows us to be connected from anywhere to view our numbers and our productivity and make changes and upsell our services. We use iPads and mobile devices to 'check in' on Facebook and fill in data on clients from anywhere in the salon, as well as recommend products and prebook their appointments."

Neroli Salon & Spa

Milwaukee, WI
nerolispa.com
Susan L. Haise

SQUARE FEET: 7,600, 5,200, 4,800, 1,300
TOTAL EMPLOYEES: 175
AUTOMATED SINCE: 1996
WEBSITE ESTABLISHED: 1999
AVERAGE CUT & STYLE: \$46
BEST SELLING RETAIL: Aveda
COLOR: Aveda
TECH SUPPORT: Millennium, Constant Contact
ASSOCIATIONS: Intercoiffure, ISBN, I/SPA, NCA, PBA

"We incorporated webinars on new product or service launches for our team to communicate key talking points and encourage consistency, as we have multiple locations. Our team loves these because they can call in from home or the store and get connected on the focus for the month, in addition to asking any questions."

The Root Salon

Phoenix, AZ
therootsalon.com
Lauren Hart and Samuel Sciotto

SQUARE FEET: 1,200
TOTAL EMPLOYEES: 9
AUTOMATED SINCE: 2005
WEBSITE ESTABLISHED: 2007
AVERAGE CUT & STYLE: \$43
BEST SELLING RETAIL: L'Oréal Professionnel, Alfaparf, Spornette
COLOR: Alfaparf, Wella, Redken
TECH SUPPORT: STX
ASSOCIATIONS: NCA, PBA, Local First AZ

"STX's mobile app allows us to run the software on all of our mobile devices. From our team's phones and iPads, we can see the appointment calendar, book future appointments, ring up a retail sale and access a client's color profiles from any place in the salon."

Sin 7 Salon

White Rock, British Columbia
sin7salon.com
Courtney Clark and Katherine Ross

SQUARE FEET: 565
TOTAL EMPLOYEES: 11
AUTOMATED SINCE: 2011
WEBSITE ESTABLISHED: 2010
AVERAGE CUT & STYLE: \$43
BEST SELLING RETAIL: Aveda
COLOR: Aveda
TECH SUPPORT: Milano, Demandforce

"The icing on our technology cake is an iPad at each station and free WiFi. We have found the tablets to be an excellent tool for consultations because we can keep a large cache of images in whatever categories we like, as well as instantly search for images."

Solaris

Evansville, IN
solarisaveda.com
Debbie Riegel and Amy Carter

SQUARE FEET: 2,400
TOTAL EMPLOYEES: 15
AUTOMATED SINCE: 2008
WEBSITE ESTABLISHED: 2008
AVERAGE CUT & STYLE: \$35
BEST SELLING RETAIL: Aveda
COLOR: Aveda
TECH SUPPORT: SalonBiz, Demandforce, Constant Contact
ASSOCIATION: PBA

"We keep our guests up to date on promotions, additions to our teams and any other info we wish to communicate with them through Constant Contact, an email-based service. Constant Contact also gives our guests the option to share these emails with their friends and on social media."

Additional Honorees

Aura Salon & Day Spa, Scottsdale, AZ
Aveda Institute Denver, Denver, CO
Berenices, Denver, CO
Garbo A Salon & Spa, Austin, TX
Gary Manuel Salon, Seattle, WA
Ihloff Salon and Day Spa, Tulsa, OK
Jonathan Kane Salon & Spa, Flossmoor, IL
Jón Alan Salon, Nashville, TN
Josephine's Day Spa and Salon, Houston, TX
Level Salon and Spa, Tampa, FL
Michael Helene Salon Gallery, Dulles, VA
Nurtur the Salon and Spa, Columbus, OH
Paul Kenneth Salon & Spa, Woburn, MA
Paris Parker Salons and Spas, Hammond, LA
Red 7 Salon, Chicago, IL
Salon Rootz, Medina, OH
Spa Mizan, Lafayette, LA

WARM TECHNOLOGY

"Our web presence has been carefully cultivated to be an extension of our salon's personality and fits with our branding, as well as being completely genuine and conversational in tone. For example, our website is a blogging platform rather than a static site, so it keeps people checking back for new information."

—Courtney Clark and Katherine Ross
Sin 7 Salon, White Rock in British Columbia