

# **Complete CRM System for Beauty Parlour**

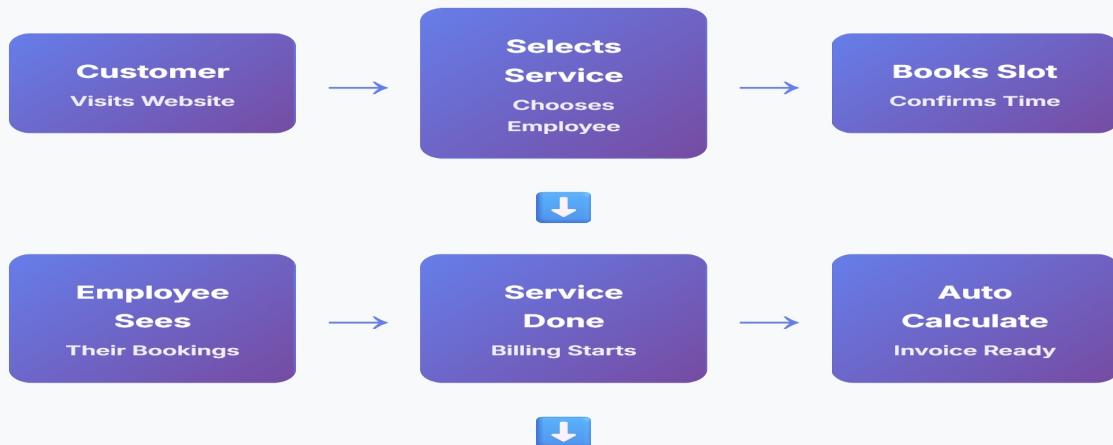
Website + Backend Management System

- ✓ Online Slot Booking
- ✓ Employee Management
- ✓ Automated Billing
- ✓ Customer Tracking
- ✓ Performance Analytics

Complete Digital Solution Proposal

**What We're Building:** A complete digital management system for your beauty parlour that handles everything from online bookings to billing, employee management, and customer analytics. This system will save time, reduce errors, and help your business grow systematically.

## ⌚ How The Complete System Works



### Everything Tracked Automatically! 📊

Employee performance • Customer history • Revenue reports • All in one place

## 🏗 System Architecture

### 🌐 Frontend (Customer-Facing Website)

- Home Page
- About Us
- Services
- Gallery
- Blog
- Slot Booking
- Contact Us

### 💼 Backend (Admin & Employee Dashboards)

- Admin Dashboard
- Employee Login
- Booking Management
- Billing System
- Customer Database
- Analytics & Reports

### 🗄 Database (Stores All Information)

- Customer Records
- Booking History
- Service Catalog
- Product Inventory
- Employee Data
- Financial Records

**Beautiful & Functional Website** – Your customers will see a professional website where they can browse services, view your work, read blogs, and most importantly – book appointments 24/7 without calling you.



### Home Page

- Eye-catching hero section
- Featured services showcase
- Customer testimonials
- Quick booking button
- Special offers banner



### About Us

- Your story & mission
- Team introduction
- Certifications & awards
- Why choose us section
- Years of experience



### Services Page

- Complete service catalog
- Clear pricing for each service
- Service descriptions
- Duration estimates
- Direct booking links



### Gallery

- Before/after photos
- Service-wise galleries
- Customer transformations
- Lightbox image viewer
- Regular updates



### Blog Section

- Beauty tips & tricks
- Hair care advice
- Skincare routines
- SEO-optimized content
- Increase Google ranking



### Contact Us

- Contact form
- Google Maps integration
- Phone & email display
- Business hours
- Social media links



### Most Important: Online Slot Booking

This is the game-changer! Customers can book appointments 24/7, even at midnight. They select:

1. Service they want (haircut, facial, etc.)
2. Employee they prefer (or first available)
3. Date and time slot
4. Confirm booking – Done!

**Result:** No more missed calls, no double bookings, no manual scheduling headaches!

**3**

# Slot Booking System

**1**

## Customer Selects Service

Dropdown menu shows all services: Haircut, Hair Coloring, Facial, Manicure, Pedicure, etc. Each service shows price and duration (e.g., "Haircut - ₹500 - 45 mins")

**2**

## Choose Employee (Optional)

Customer can select their favorite employee by name with photo, or choose "First Available". System shows employee specialties and ratings.

**3**

## Pick Date & Time

Calendar shows available dates. Customer clicks on a date, then sees available time slots (e.g., 10:00 AM, 11:00 AM, 2:00 PM). Already booked slots are grayed out automatically.

**4**

## Enter Contact Details

Name, phone number, email (optional). If returning customer, system recognizes phone number and auto-fills details. New customer information is saved automatically.

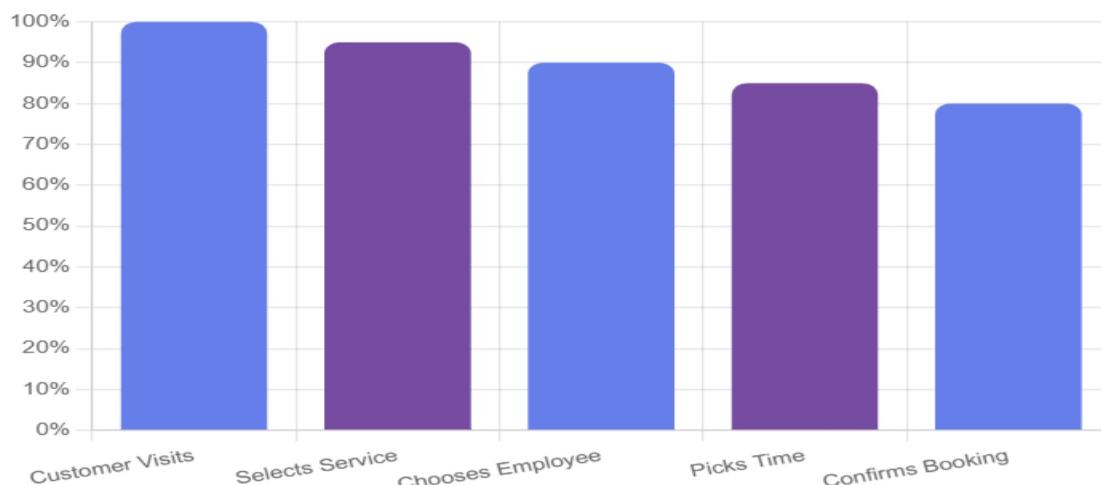
**5**

## Booking Confirmed!

Customer receives SMS confirmation with booking details. Email reminder sent 24 hours before appointment. Employee sees booking in their dashboard immediately.



## Booking Flow Visualization



4

## Employee Dashboard

**Each Employee Gets Their Own Login** - Every staff member can log in to see their own bookings, schedule, and performance. They cannot see other employees' data, ensuring privacy and focused work management.



### Employee Dashboard - Sample View

**12**

Today's Bookings

**45**

This Week

**₹18,500**

This Month Revenue



#### My Bookings

- See all their appointments
- Filter by date/status
- Customer contact details
- Service details
- Mark as completed/cancelled



#### Schedule View

- Calendar view of bookings
- Day/week/month view
- Available time slots highlighted
- Busy hours visualization
- Set availability/time off



#### Performance Stats

- Total services completed
- Revenue generated
- Customer ratings
- Most popular services
- Growth trends



#### Customer History

- Past customers served
- Service history per customer
- Preferences & notes
- Repeat customer tracking
- Special requests



### Why Employee Login is Important?

**Motivation & Accountability:** When employees can see their own performance data, they feel more motivated. They know exactly how many customers they're serving and how much revenue they're generating. This creates healthy competition and improves service quality!

**Complete Business Control** - As the owner/admin, you get a master dashboard that shows EVERYTHING - all employees' bookings, all customers, complete financial overview, and powerful analytics to make smart business decisions.

## 👑 Admin Dashboard - Overview

38

Today's Total Bookings

₹65,400

Today's Revenue

156

Active Customers



### All Bookings View

- See every booking across all employees
- Filter by employee, date, service
- Booking status (confirmed, completed, cancelled)
- Customer details
- Edit/reschedule if needed



### Employee Management

- Add/remove employees
- Set employee permissions
- Assign services to employees
- Track individual performance
- Commission calculations



### Customer Database

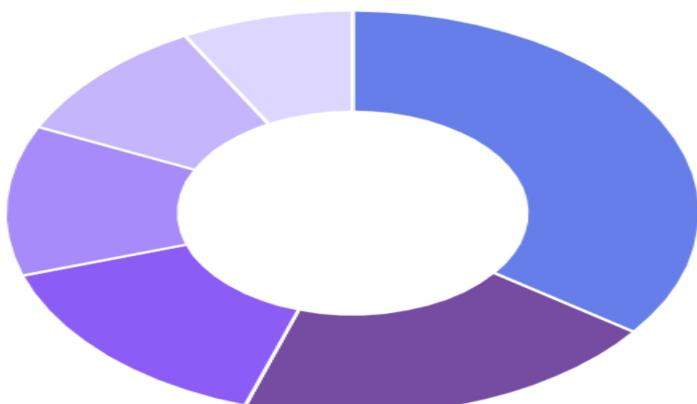
- Complete customer list
- Visit history for each customer
- Total money spent
- Preferred services
- Contact details & notes



### System Settings

- Add/edit services & pricing
- Set business hours
- Holiday/closed day management
- SMS/email templates
- Website content updates

## 📈 Admin Analytics Overview



█ Haircut  
█ Hair Color  
█ Facial  
█ Manicure  
█ Pedicure  
█ Hair Spa

**Automatic Invoice Generation** – No more manual calculations! The system automatically calculates total based on services and products selected. It tracks whether customer is new or returning, making future analysis super easy.

1

### Select Customer Type

When starting billing, first select: "New Customer" or "Existing Customer". If existing, search by phone number – all their past history loads automatically!

2

### Add Services

Select all services performed from dropdown: Haircut (₹500), Hair Spa (₹1200), etc. Each service automatically shows its price. You can add multiple services – system keeps adding them up.

3

### Add Products (If Any)

If customer bought products (shampoo, hair oil, etc.), select from product list. Quantity selector available. Price automatically multiplies by quantity and adds to total.

4

### Auto-Calculate Total

System automatically calculates: Subtotal + GST (if applicable) + any discounts = Final Amount. No manual calculation needed. Zero errors!

5

### Payment & Invoice

Select payment method (Cash/Card/UPI). Print invoice or send via SMS/WhatsApp. Record automatically saved in database with customer link.



### Why New vs Existing Customer Tracking?

**Business Intelligence!** When you mark each customer as new or existing, the system builds valuable data:

- How many new customers this month?
- How many are coming back (retention rate)?
- Which customers visit most frequently?
- Average spending per new vs returning customer
- Are your marketing efforts bringing new customers?

**This helps you make smart business decisions based on real data, not guesswork!**

**Data-Driven Decisions** - The system automatically tracks everything and generates insightful reports. Know exactly which employee is performing best, which services are most popular, which customers are your VIPs, and much more!



### Employee Performance

#### Who's performing best?

- Bookings per employee
- Revenue generated by each
- Average rating/reviews
- Customer preference ranking
- Monthly comparisons



### Top Customers

#### Who visits most?

- Total visits per customer
- Total money spent
- Last visit date
- Favorite services
- VIP customer identification



### Revenue Analysis

#### Money tracking

- Daily/weekly/monthly revenue
- Service-wise income
- Product sales tracking
- Peak hours/days
- Growth trends



### Service Popularity

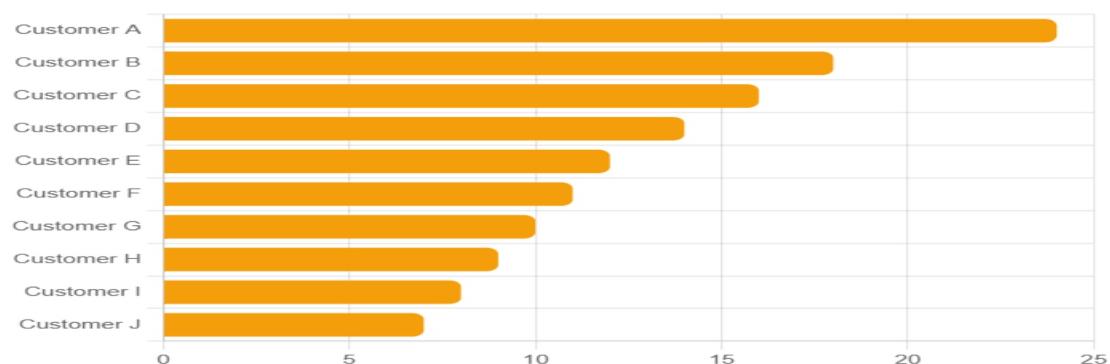
#### What sells best?

- Most booked services
- Least popular services
- Seasonal trends
- Service combinations
- Pricing optimization insights

## Employee Performance Comparison



## 👑 Top 10 Customers by Visits





### Save 10-15 Hours Every Week

No more answering calls for bookings, no manual scheduling, no register maintenance. System handles everything automatically while you focus on customers and business growth.



### Zero Double Bookings

System automatically blocks time slots once booked. Impossible to double-book. No more awkward situations with customers waiting or overlapping appointments.



### 24/7 Online Booking

Customers can book even at midnight! You're not losing business because phone was busy or parlour was closed. Every booking opportunity is captured.



### Increase Revenue by 40-60%

More bookings (24/7 availability) + no missed appointments (SMS reminders) + repeat customers (better tracking) = significant revenue increase within 6 months.



### Make Smart Business Decisions

Real data on employee performance, popular services, peak hours, customer behavior. Know exactly what's working and what needs improvement. No guesswork!



### Professional Brand Image

Beautiful website + online booking system shows you're modern and professional. Customers trust tech-savvy businesses. Stand out from competitors who still use only phone bookings.



### Better Employee Management

Track each employee's performance objectively. Reward top performers with data proof. Identify training needs. Fair commission calculations. Improved staff motivation.



### Customer Retention & Loyalty

Know your regular customers, their preferences, visit patterns. Send personalized offers. Birthday wishes. VIP treatment for top spenders. Build long-term relationships.

## Before vs After Comparison

Aspect	✗ Before (Current System)	✓ After (With CRM System)
<b>Booking Process</b>	Phone calls during business hours only. Manual register entry. Possible errors.	24/7 online booking. Automatic scheduling. Zero errors. SMS confirmations.
<b>Employee Tracking</b>	Difficult to know who's performing best. Manual counting of appointments.	Real-time dashboard showing each employee's bookings, revenue, ratings automatically.
<b>Customer Records</b>	Paper registers or scattered Excel files. Hard to find past history.	Complete digital database. Search by phone in 2 seconds. Complete history displayed.
<b>Billing</b>	Manual calculation. Possible errors. Time-consuming. No automatic records.	Select services → Auto-calculate → Print invoice. Instant. Accurate. Auto-saved.
<b>Business Analytics</b>	Guesswork. No clear data. Don't know top customers or employees objectively.	Complete analytics. Charts & graphs. Data-driven decisions. Clear performance metrics.
<b>Marketing</b>	Difficult to identify and target specific customer groups.	Filter customers by visits, spending, last visit. Send targeted offers to specific groups.
<b>Professional Image</b>	Traditional. Same as many other parlours. Nothing special.	Modern tech-enabled business. Professional website. Online presence. Stand out!
<b>Growth Potential</b>	Limited by manual processes. Hard to scale. Owner must be present always.	Systematic & automated. Easy to scale. Multiple locations possible. Remote monitoring.

### (Expected Business Growth - 12 Months)



**Smart Investment in Your Business Future** - This is not an expense, it's an investment that will pay for itself within 8-10 months through increased bookings, reduced no-shows, and better resource utilization.

### 💰 One-Time Development

# ₹1,10,000

- Complete website development
- Backend CRM system
- Employee & admin dashboards
- Booking system integration
- Billing module
- Analytics & reports
- Staff training
- 1 month support

### 💻 Monthly Maintenance

# ₹500- ₹1000

- Server hosting & management
- Technical support
- Bug fixes & updates
- Security patches
- Database backups
- SMS gateway charges
- Performance monitoring
- Content updates (on request)

### 📊 Return on Investment (ROI) Calculation

#### Current Situation (Example):

- 320 appointments/month × ₹800 average = ₹2,56,000/month

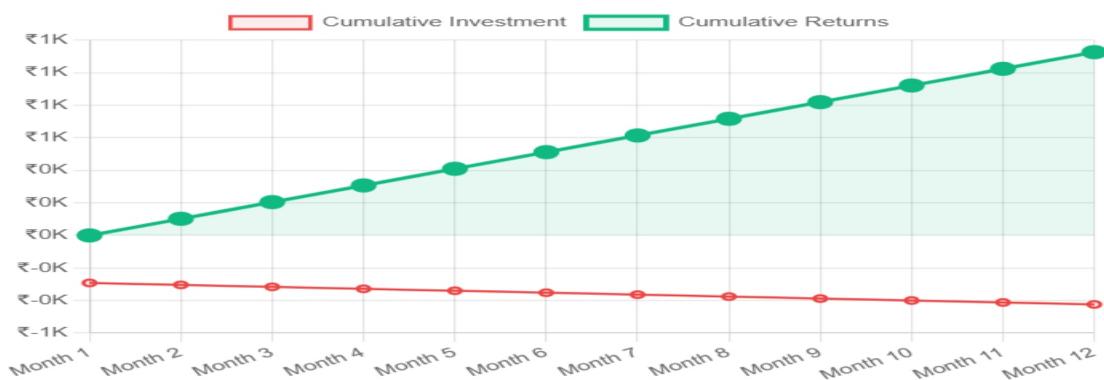
#### After System (Conservative Estimate):

- 40% more bookings = 448 appointments/month
- Same ₹800 average = ₹3,58,400/month
- **Additional Revenue = ₹1,02,400/month**

#### ROI Timeline:

- Month 1-3: ₹1,02,400 × 3 = ₹3,07,200 additional revenue
- Already covered development cost + 3 months maintenance!
- **Payback Period: 3-4 months**
- After that, it's pure profit increase!

### 💰 ROI Visualization - First 12 Months



### Let's Transform Your Beauty Parlour Together!

We're ready to build this complete CRM system tailored specifically for your business needs.

**1**

#### Initial Discussion (This Week)

Let's discuss your specific requirements, employee count, services offered, current booking process, and any special needs.

**2**

#### Design & Planning (Week 1-2)

We'll create website design mockups, plan the booking flow, design employee/admin dashboards. You'll see and approve before development starts.

**3**

#### Development (Week 3-8)

Building the complete system: website, backend, dashboards, booking system, billing module, analytics. Regular updates shared with you.

**4**

#### Testing & Training (Week 9-10)

Thorough testing of all features. Training your staff on how to use the system. Creating user manuals and video guides.

**5**

#### Launch & Support (Week 11-12)

Going live! Website published, system activated. We'll provide intensive support during the first month to ensure smooth operation.

## Ready to Get Started?

Let's schedule a meeting to discuss your requirements in detail and answer any questions you have about the system.

 **Phone:** [Your Contact Number]

 **Email:** [Your Email]

 **Website:** [Your Website]