

Salon Management App: A Salesforce Solution

Presented by Ayush Kumar Dewan



The Challenge of a Modern Salon

Operational Chaos

Busy salons today face several critical challenges that hinder their growth and efficiency. They often rely on outdated paper appointment books, which can lead to double-bookings and lost information.

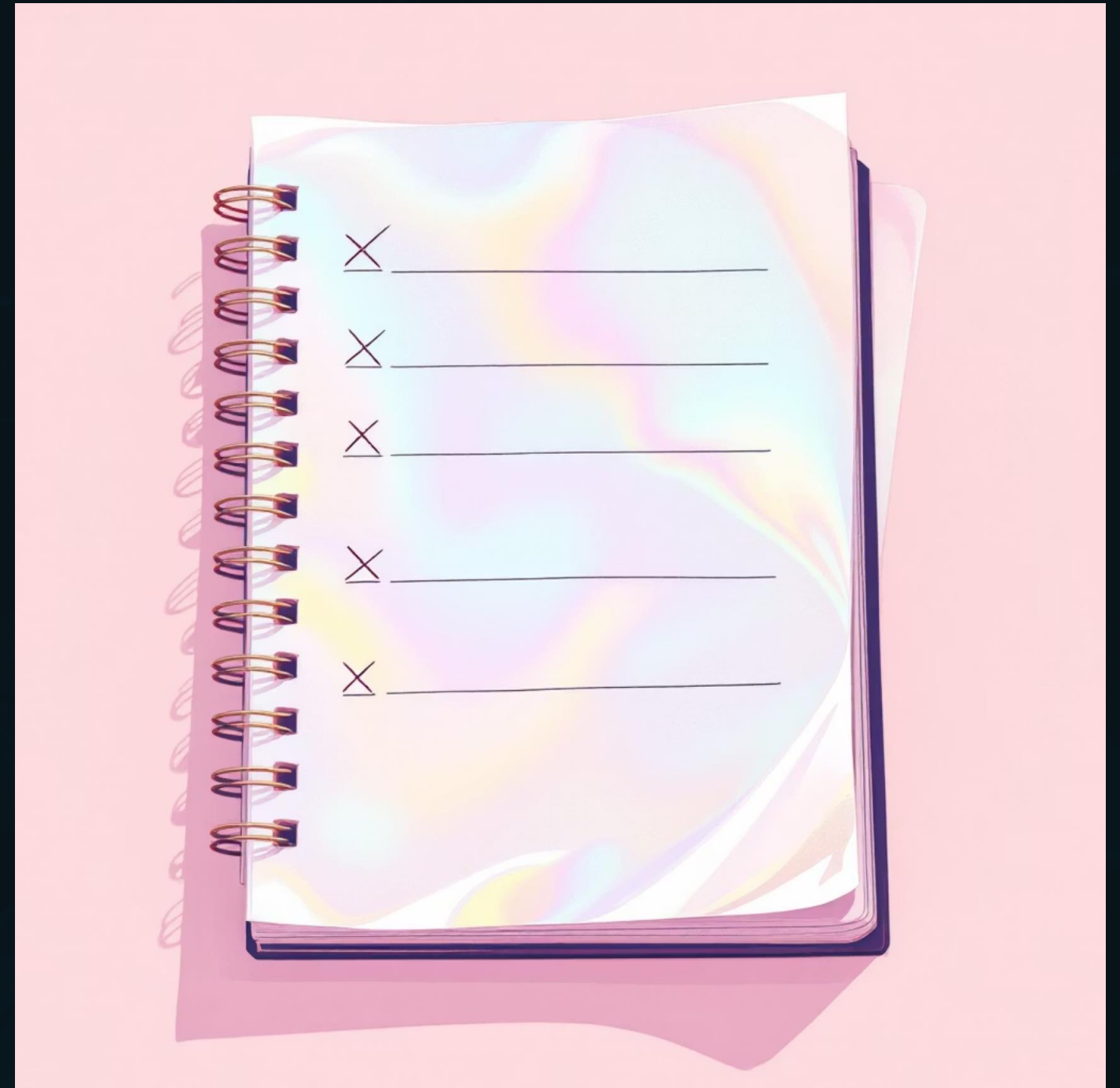
Without a centralized system, salons lack a proper place to track client history, preferences, or allergies. Most importantly, it's very difficult for the owner to get a clear, real-time picture of the business's financial health.

Process: Booking a New Appointment

1. Client calls the salon.
2. Receptionist puts client on hold.
3. Manually flips through the paper diary.
4. Finds an empty slot and shouts to check if the stylist is free.
5. Writes the client's name in pencil.

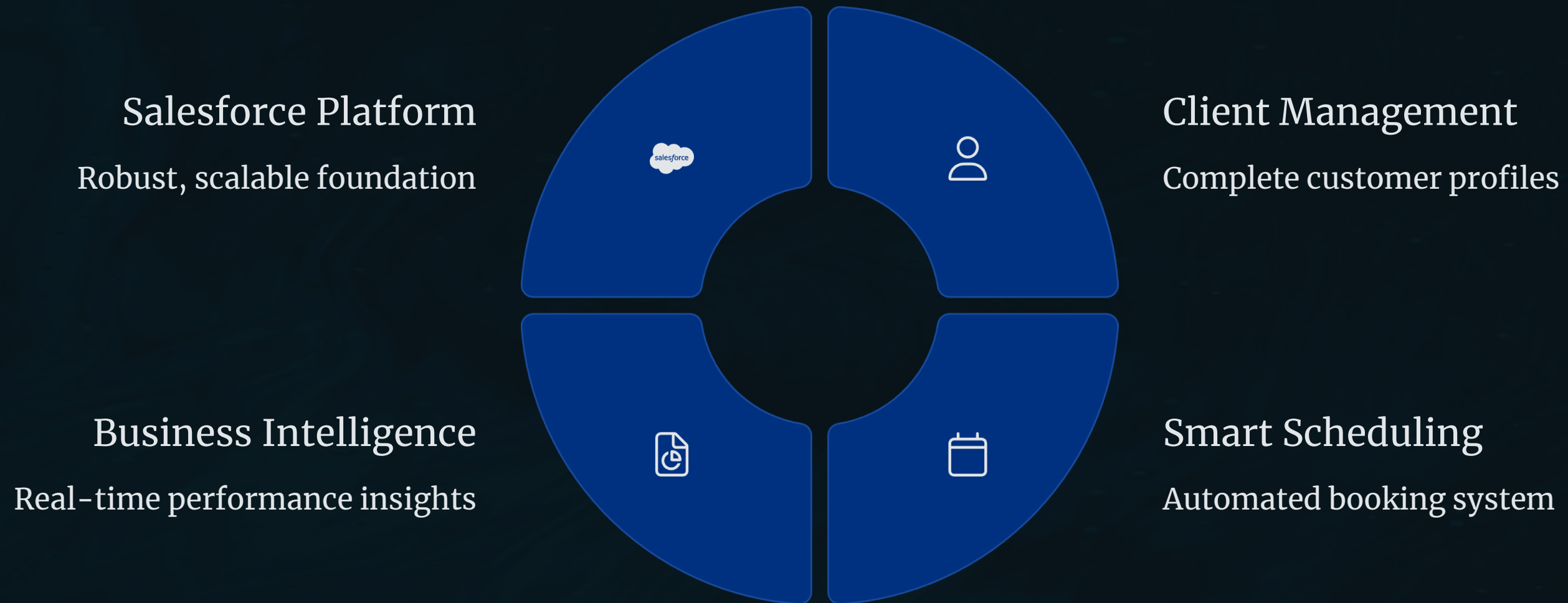
Process: Viewing a Client's History

1. Stylist tries to remember the client's last visit.
2. Asks the client, "What did we do last time?"
3. Relies on memory for color formulas or preferences.



The Solution: A Centralized Management App

The solution is a centralized application built on Salesforce. It acts as a single source of truth, connecting every aspect of the salon's operations—from the clients who walk in the door, to the appointments they book, to the revenue the salon generates.



360° View of Every Client

The first key feature is a complete, 360-degree view of every client. We can now store not just their contact information, but also their complete appointment history, their preferred services, and important notes.

This comprehensive client profile allows the salon to provide a highly personalized service that builds customer loyalty and enhances the overall client experience.

01

Contact Information

Phone, email, and address details

02

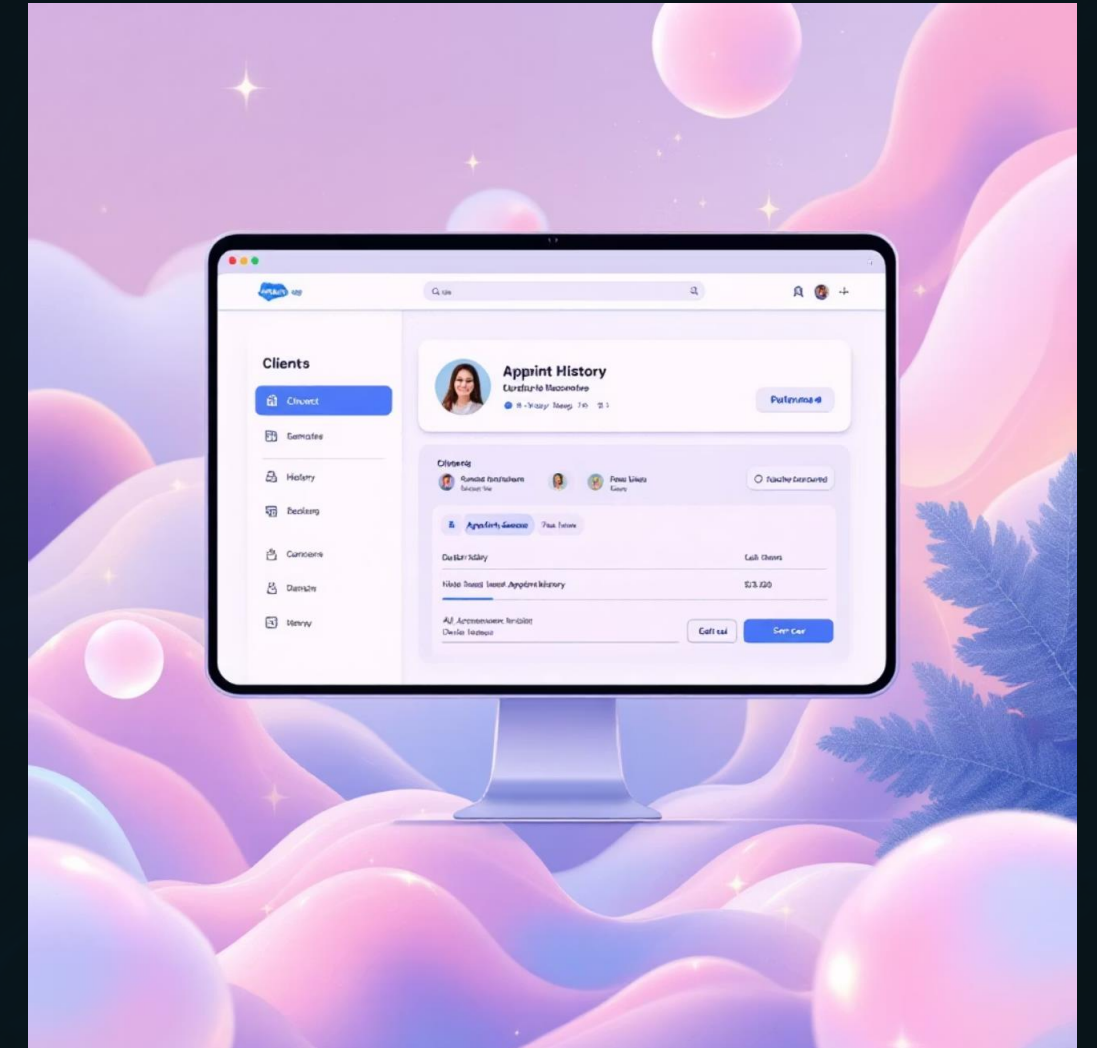
Service History

Complete record of past appointments

03

Preferences & Notes

Allergies, preferred stylists, and special requests



 Contact
Simran

 [+ Follow](#) [New Case](#) [New Note](#) [Submit for Approval](#) 

Title

Account Name

Phone (2) ▼



Email

Contact Owner

[HP](#)














1234567891

[sim@gmail.com](#)

 [Ayush Kumar Dewan](#) 

Related

Details

Contact Owner	Phone
 Ayush Kumar Dewan 	1234567891 
Name	Home Phone
Simran 	
Account Name	Mobile
HP 	1234567812 
Title	Other Phone
	
Department	Fax
	
Birthdate	Email
16/09/1998 	sim@gmail.com 

Activity

Chatter

 ▼  ▼  ▼  ▼

Filters: All time • All activities • All types 

[Refresh](#) • [Expand All](#) • [View All](#)

▼ **Upcoming & Overdue**

No activities to show.
Get started by sending an email, scheduling a task, and more.

No past activity. Past meetings and tasks marked as done show up here.

Smart & Efficient Booking

The app features a smart booking system that revolutionizes how appointments are scheduled. When a receptionist books an appointment, they can easily select the client, the service, and the stylist, preventing any scheduling conflicts.

Conflict Prevention

Automatic detection of scheduling overlaps and double-bookings

Automated Pricing

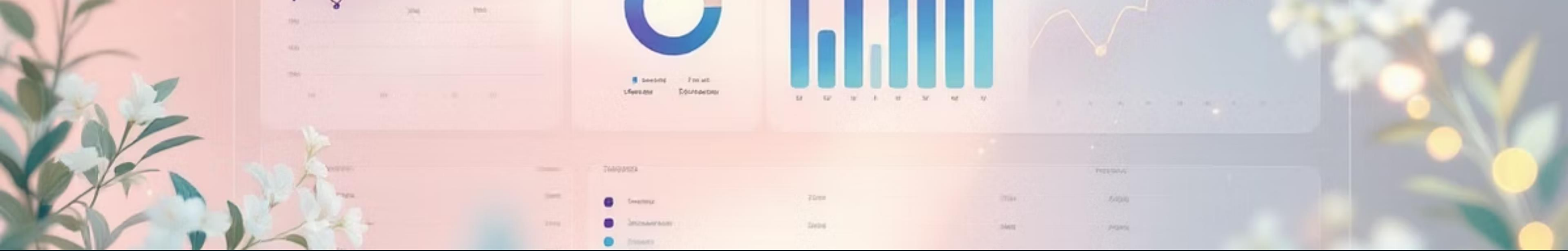
Formula-driven pricing ensures accuracy and saves time

Service Integration

Seamless connection between clients, services, and stylists

- ❏ **Key Benefit:** We've automated the pricing with a formula, ensuring accuracy and saving the receptionist valuable time during the booking process.





Real-Time Business Insights

Perhaps the most powerful feature is the real-time performance dashboard. At any moment, the salon owner can see a complete overview of the business: which services are the most profitable, which stylists are the busiest, and what the appointment schedule looks like for the day.



Service Profitability

Track which services generate the highest revenue and margins for strategic business decisions



Stylist Performance

Monitor stylist productivity and booking patterns to optimize scheduling and resource allocation



Daily Schedule Overview

Real-time view of appointments, availability, and operational flow for the entire day

This comprehensive dashboard allows salon owners to make smart, data-driven decisions that directly impact profitability and operational efficiency.

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Salon Console

Home

Booking Wizard

Test Client | Contact

📊 Salon Performance Dashboard

Last refreshed 1 day ago. Refresh this dashboard to see the latest data.

As of 24-Sept-2025, 3:07 pm · Viewing as Ayush Kumar Dewan

OpenRefreshSubscribe

Appointments by Stylist This Week

Record Count

00.511.522.533.54

Stylist: Full Name

Archana Mishra2

Ayush Kumar Dewan2

Chatter Expert1

Satpreet Dewan4

View Report (Appointments by Stylist This Week)

As of 24-Sept-2025, 3:07 pm

Today's Appointments List

Full Name ↑	Appointment Name	Service: Service Name	Stylist: Full Name
Test Client	APP-0029	SERV-0002	Satpreet Dewan
Test Client	APP-0031	SERV-0002	Archana Mishra
Test Client	APP-0036	SERV-0004	Ayush Kumar Dewan

View Report (Today's Appointments List)

As of 24-Sept-2025, 3:08 pm

Weekly Revenue by Service

Sum of Price

₹0₹1k₹2k₹3k₹4k₹5k₹6k₹7k₹8k₹9k₹10k₹11k₹12k₹13k₹14k₹15k₹16k₹17k₹18k₹19k₹20k

Service: Service Name

SERV-0001

SERV-0002

SERV-0003

SERV-0004

Appointment Date & Time

25/09/2025

23/09/2025

24/09/2025

26/09/2025

30/09/2025

17/10/2025

HistoryRecent Items

The Impact: A More Profitable Salon

The overall impact of this application is significant and measurable. It transforms how the salon operates across three critical dimensions, creating a foundation for sustainable growth and success.



Increased Efficiency

Automates manual tasks and eliminates time-consuming paperwork, allowing staff to focus on client service



Enhanced Customer Loyalty

Enables personalized service through comprehensive client profiles and service history tracking



Accelerated Growth

Provides the data and insights needed to make informed business decisions and identify new opportunities



"This system has transformed our salon from a chaotic, paper-based operation into a streamlined, data-driven business that our clients love."

Live Demonstration

Now, I'd like to quickly walk you through a 'day in the life' of the salon using the Salesforce Org itself. This demonstration will showcase the practical application of all the features we've discussed.



📌 **Demo Focus:** We'll explore the user interface, demonstrate key workflows, and show how the dashboard provides real-time business insights.

Thank You

Questions?

That concludes my presentation of the Salon Performance App. This Salesforce-based solution demonstrates how technology can transform traditional business operations, creating efficiency, enhancing customer experience, and driving sustainable growth.

I'd be happy to answer any questions you may have about the technical implementation, business impact, or future enhancement possibilities.



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