Klintist Dyrmishi

Week Two (03/04/2020 - 08/04/2020)

Ideas for SmartStyle

PART 1

Client Reservation and Privileges

Sign up: Every customer will have the possibility to create a personal account where they can make reservations, check out the schedule and which hairdresser is working on what time. Customer will also be able to check out the gallery where we will post different hairstyles and always keep it updated with the latest styles, some of the models might be also customers that are willing to share pictures of their hairstyles.

Inside the application: The Albanian market is digitalizing everyday so to lure more customers to use the website we will also provide different games, competitions, promotions and titles.

Games might include quizzes from our social media accounts or even within the website, mainly according to fashion, hairstyles and celebrities. We will hold different competitions starting from modeling to hairstyles where different individuals will compete through their pictures for the big prize which will be different almost every time.

Promotions will come to regular customers who will post our pictures with credits and also post pictures on our website to show their hairstyles which will be followed by mentioning the person and promoting their name and social media (win-win) situation.

Titles will contain three different placements which will start by silver client, gold client and platinum client.

Silver Client: A client that has been using the website but also frequently follows us on social media and also frequents the salon or spa frequently. These clients will be able to use discount coupons that will be given every 2 weeks and the discount will be up to 15% for one of the products or services we offer.

Gold Client: A client that has been coming to us for a period of more than 8 months and increases the awareness of the public for our salon through their social media and shares moments and pictures of their hairstyles by tagging us and giving us credits. These clients will benefit every 10 days with a coupon or a product that we will be offering them. Coupons will consist of 25% and the product may be given for free.

Platinum Client: A platinum client is a client that has been with us for 1.2 year or more and is frequently following our social media, website and raising awareness to the public and also bringing friends with them. This client will be given privileges such as a free service or product

every 2 months and every 2 weeks they will obtain a surprise coupon which will contain discounts from 10% - 40% , free product etc.

Booking Online: All of the clients will have the opportunity to make their reservations from their phone and not have to go through different procedures like calling and finding the line busy or maybe driving to find out that everything is booked. The website will make the clients life easier. On the website as i mentioned previously they will be able to check which hairdresser is booked at what time and when they will have their breaks.

URGENCY BUTTON!!!: This button will be able to be used by gold and platinum clients which have an unexpected event at a certain time and we will try to make room for them during a break or in case that a hairdresser is at the end of the shift they can choose to stay and help or even a part time worker that will have to come earlier or stay later. The benefit of the button is that the employee is immediately notified and there is no risk of finding a busy line or catching the worker at the break time.

Make your own hairstyle: Clients will be able to morph different hairstyles on the website and pick whichever they find the most attractive. They will be able to try different colors on the hair so they can create a new idea on what they like and want. Maybe some of the hairstyles will turn to a trend and be named after them and this will make the clients be more attracted to the website. Clients will also be able to create a hairstyle and attach it to one of their pictures to see if the hairstyle suits them before cutting or styling their hairs. This will be a good thing which will benefit both the client and the hairdresser.

Benefits of the website to the workers: Firstly i would like to talk about the receptionist. She will have her own account which will make her work easier to see the schedule and adjusting the timetable for the workers. Secondly the hairdressers will be able to create their own clientele because whichever client is satisfied with her/his work will book again at the same hairdresser.

PART 2

Supplier Contact

Notification: The website is a great way to let the suppliers know whenever we are running low on one of the products. Every product that we use will be checked out in the inventory to keep track of where we are. The moment the products start running low, let's say we have 3, left an email will be sent to the supplier notifying them that we need more products of this kind and that way we will lower the possibility of making mistakes on the order because it will be written and not told via phone. We should always consider that the supplier can't come to us every day so we should be aware of which products are the most wanted so we can set the bar on when the email should be sent and we also need to have a supply that can last up to 1 week.

New Product Wanted: Here we can use the **URGENCY!!!** Button in order to make a new order that we need within the day so an email with the title **URGENCY!!!** is sent to the supplier and they will respond as soon as possible in order to be there for our clients.

New Suppliers: Albanian market is very competitive and there are plenty of suppliers with the same field of products but there is always quality, prices, quantity etc. We will have a special place on our website where new suppliers can reach us presenting a new product or even setting a meeting with us to present their own product and offers because we will always be looking for the best of the best products which will help us keep our clients happy.