

SALON AUTOMATION OS — 1–3 PAGE DECK

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PAGE 1 — THE PROBLEM AND THE PROMISE

****Problem****

- Owners cannot see real profitability, losses, or staff performance.
- Admins spend most of their day on routine work.
- Scheduling inefficiency wastes capacity and revenue.

****Promise****

- Full transparency in one dashboard.
- Up to 90% admin routine automated.
- Higher utilization via smarter scheduling.

****Who it serves****

- Owners, admins, and staff (clear roles and accountability).

PAGE 2 — PROOF (TODAY) AND EVIDENCE PLAN (TOMORROW)

****Proof today (mock + local DB)****

- KPI pipeline works end-to-end (rollups + API).
- Mock E2E flow works (webhook → booking → queue → send).
- Scheduling rules validated by tests.

****Evidence tomorrow (real)****

- Real channel delivery.
- Real Cal.com booking + webhook signatures.
- Real erxes sync + UI verification.

See: `docs/REAL_EVIDENCE_PLAN.md`.

PAGE 3 — WHY WE WIN

****Differentiators****

- Transparent analytics: revenue, cancellations, no-shows, utilization, repeat visits.
- Automation-first: inbound → booking → reminders without manual steps.
- Scheduling optimization: grid + packing + off-peak shaping.
- Inventory automation: OCR intake → ledger → reconciliation.

****North-star KPIs****

- Admin intervention rate < 10%
- Booking success > 99%
- Utilization +10% vs baseline
- Inventory variance visible within 24 hours