calendar based GUI, color coded by type of treatment booked makes complete overview of bookings quick and easy Bookings done by customers will free up plenty of time for owner/operator Online easy-to-use reliable booking system System can be integrated with an online web-based P.O.S. Available 24/7 (optional) Simple GUI Double bookings are prevented by the system customers will be able to make bookings themselves at their leisure customers will be able to edit and cancel their bookings as needed Manual bookings by owner/operator always available Online booking system **Gain Creators** and 'CRM Lite' customer database with the contact details saved for easy phoning/texting in case of issues and emails for marketing Cloud based SaaS solution The simple and beautiful interface will impress customers and create a great reputation The system is scalable according to size and layout of salon/business Scalable **Products & Services** Automated system will eliminate 'losing' customers in the clutter Initial setup and configuration provided Customers handling most bookings by themselves frees up a lot of time for owner One system handles everything 10/5 Support Double bookings no longer possible **Pain Relievers** developed with salon-based businesses in mind Owner stress and frustrations over bookings eliminated by the automated system Easy to track bookings via the simple calendar interface Enables easy communication with customers via phone/text and email System available to customers 24/7 Having customers contact details enables timely communication over issues and marketing Instant feedback will eliminate customers frustration over cancellations Possible marketing campaigns via system may help increase future revenue

Online booking system Manual bookings for walk-ins still possible Easy to use Can add more calendars if more staff is hired customers can book online by themselves Use system for marketing Customers can edit and cancel their bookings Manage bookings Always on No more frustration for owner and customers Gains Double bookings should not be possible Conduct core biz (beauty salon) customers will feel secure about their bookings Owner can free up time for other tasks customer contact list Look and feel good in front of customers a nice solution will improve salon's reputation **Customer Jobs** Feel in control Working in several systems Customer marketing Diffcult to track bookings 'lost' customers (=revenue) double bookings Customer communication owner spends too much time dealing with bookings 'Be professional and owner feels overwhelmed and frustrated reputable' Existing system depending on owner's attention Customers canceling via IG can't reach salon in time communicating with customers difficult or lacking Frustrated customers Loss of reputation difficult to retain customers