

Andrew Collinge harnesses Zenoti's all-in-one software to consolidate data in a single cloud-based solution

The Problem

Fragmented data and reports split across different centres impeded Andrew Collinge's ability to see the full picture of their multi-location salon business and optimise their operations. Using separate desktop solutions meant data wasn't consolidated, and duplicates caused inaccuracy.

The award-winning salon group needed to centralise its data and unify the management of its locations, consisting of four salons and one graduate salon.

The Solution

By partnering with Zenoti, Andrew Collinge employed a cloud-based solution for remote, anytime access to a salon management system for their five-strong salon operations.

Zenoti shed light on key business metrics from across Andrew Collinge's network of salons and provided a full and clear picture of all their salons in one tidy software package with remote access.

Reporting encompasses key factors Collinge needs to monitor, such as the number of clients seen per week, utilisation, rebooking as well as the average sale by stylist or location. This information let them pinpoint where to support their team and elevate overall performance.

Key takeaways

- **Single cloud-based solution** – provides a complete picture of the business, enables strategic target marketing and eliminates the need to update software on outdated, individual desktop platforms.
- **Data clutter removed** – reduced services data from 705 to 194 and products data from 12,559 to 1,999. All duplicates were eliminated, providing more accurate reporting across all centers.
- **Simplified payroll reporting** – optimise employee performance tracking with automated commissioning scenarios.
- **Inventory management tools** – save time on ordering with detailed reporting and analysis and accurate stock records.

With all information readily available at their fingertips in a single database, the need for servers or back-ups became a relic of the past. Andrew Collinge's management team now effectively oversees multiple locations remotely. Zenoti's all-in-one software solution saves time and money, and allows them to focus on wowing their clientele with exceptional hairstyles and service



Results



84% reduction in products data



82% reduction in services data

"The experience has been very good – I am extremely impressed with the team that has set up the software, they have worked tirelessly to meet deadlines and have communicated really well throughout.

The Zenoti team were brilliant at importing and merging all our services and products. The inventory section of the software will help us to save time ordering and keep more accurate records.

Zenoti is great for managing multiple hair salons and it's been very successful for us. Remote salon management is a big advantage at the moment, and the flexibility to book appointments from other salons. As a business manager, I now have more oversight on how the business is performing and I'm also able to support my teams better."

Charlie Collinge

Managing Director of Andrew Collinge

Find out more about all-in-one salon management software at www.zenoti.com

About the Brand

Andrew Collinge Hairdressing is a modern creative force, renowned for contemporary, desirable and wearable hairstyles. Exceptional hairdressing salons, hair products and hairdressing training have ensured this award-winning hairdressing salon group is firmly established as one of the most influential hairdressing companies in the UK.