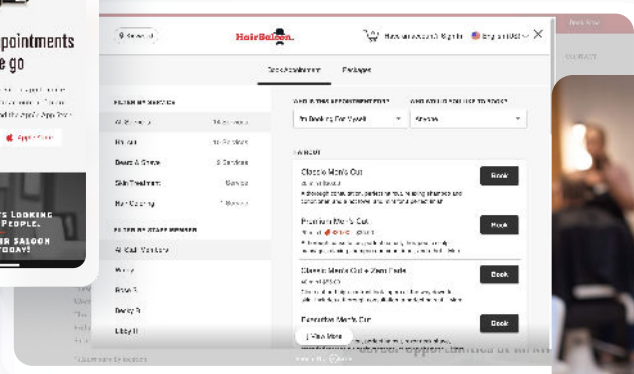
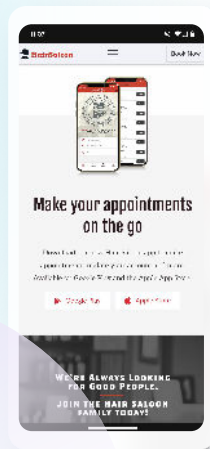


# Hair Saloon Case Study

## Transforming the Customer and Staff Experience with MyTime

### Customer Overview

Hair Saloon, founded in 1997, is a premier grooming destination for men, offering a unique and relaxing 20-minute retreat. With 16 locations and five franchise groups, Hair Saloon combines semi-private barber stations and spacious waiting areas with television and coffee table books to create a comfortable and enjoyable environment. Known for its exceptional service and dedication to first responders and veterans, Hair Saloon provides an unmatched grooming experience for men.



## Summary

Hair Saloon, a rapidly expanding men's grooming franchise, faced challenges with an outdated operating system and POS system that hindered both customer satisfaction and staff efficiency. By switching to MyTime, Hair Saloon achieved a more intuitive and scalable solution that supports franchise growth, enhances brand capabilities, and improves the overall experience for clients and employees. This case study highlights how MyTime's robust features and dedicated support transformed Hair Saloon's operations, leading to significant improvements in efficiency, customer satisfaction, and brand consistency.

## Challenges and Objectives

Before partnering with MyTime, Hair Saloon encountered significant challenges with their existing operating system and POS system, which impacted their ability to deliver a seamless experience for both customers and staff. Understanding these challenges and setting clear objectives was crucial for finding the right solution.

### Initial Challenges

Hair Saloon struggled with several pain points due to their outdated POS system:

**Franchise Support:** The previous system lacked robust tools for multi-site and franchise operations.

**Customization and Branding:** Limited options for app customization and branding, making it difficult to maintain a consistent brand experience.

**User Interface:** A complicated user interface that made staff onboarding and daily operations challenging.

**Management Tools:** Inefficient reporting and back-office management tools that hindered operational oversight.

### Hair Saloon Objectives

**Intuitive and Scalable Platform:** Provide an easy-to-use and scalable platform to support franchise growth.

**Enhanced Customer Experience:** Improve the guest experience with a highly branded and customizable app.

**Streamlined Operations:** Simplify staff onboarding and daily management.

**Advanced Reporting:** Enhance back-office management and reporting capabilities for better decision-making.

## Solution

Choosing the right barbershop software solution was pivotal for Hair Saloon to overcome their operational challenges and achieve their business goals. MyTime emerged as the ideal partner, offering a comprehensive platform tailored to their needs.



# Why MyTime?

Hair Saloon chose MyTime for its comprehensive features that aligned perfectly with their needs:



## Franchise Support

MyTime offers tools and functionalities designed specifically for franchise models, ensuring seamless operations across multiple locations.



## Brand Customization

MyTime's advanced branding capabilities allow Hair Saloon to customize their guest app extensively, maintaining a strong and consistent brand presence.



## User-Friendly Interface

The intuitive interface made it easy for staff to learn and use the system, reducing training time and increasing productivity.



## Scalable Solution

MyTime supports Hair Saloon's growth by seamlessly managing multiple locations and franchise groups.



## Guest App

MyTime's guest app offers high customization, enhancing the client experience and reinforcing Hair Saloon's brand through a robust, user-friendly platform.

## Implementation

The implementation process was efficient and well-supported by MyTime, even amidst the challenges posed by the COVID-19 pandemic. MyTime provided comprehensive training and ongoing support, ensuring Hair Saloon's staff quickly adapted to the new system and realized its benefits. The platform's ease of use and highly intuitive design significantly streamlined staff onboarding and daily operations, allowing Hair Saloon to maintain smooth operations and quickly realize improvements in efficiency and customer satisfaction.



## Results and Benefits

Introduction:

The impact of MyTime on Hair Saloon's operations has been profound. By addressing the initial challenges and meeting the set objectives, MyTime has driven significant improvements in various aspects of Hair Saloon's business.

### Results

**Increase in Staff Efficiency:** Reduced onboarding time and streamlined daily operations due to MyTime's intuitive interface and comprehensive features.

**Optimized Booking, User Experience, and Multichannel Integration:** Enhanced booking flexibility, improved user experience, and seamless integration across multiple channels.

**Increase in App Usage:** Customizable app features and promotional tools boosted client engagement and retention.

### Benefits

**Enhanced Customer Experience:** Clients enjoyed a more personalized and seamless booking process, contributing to higher satisfaction and loyalty.

**Staff Satisfaction:** The intuitive system reduced frustration and allowed staff to focus on providing excellent service, improving overall morale.

**Brand Consistency:** The customizable app and marketing tools ensured consistent brand presentation across all locations, reinforcing Hair Saloon's brand identity.

## The Hair Saloon-MyTime Success Story

Hair Saloon's journey began with a vision to provide men with a superior grooming experience. Over the years, they expanded to 16 locations with a strategic and methodical approach, focusing on quality over speed. However, their outdated POS system hindered growth and operational efficiency. By transitioning to MyTime, Hair Saloon modernized its operations and reinforced its commitment to an exceptional client and staff experience.

Tom Twellman Jr., CEO of Hair Saloon, shared, "Switching to MyTime was a breath of fresh air. The user experience for both our staff and guests improved dramatically. The onboarding process for new employees became almost intuitive, and the customizable app allowed us to maintain strong brand integrity."

## Partnership Highlights

Tom Twellman Jr. emphasized the strong partnership between Hair Saloon and MyTime, stating, "Years ago, my father preferred to avoid contracts with vendors, but I've always viewed MyTime differently. I see MyTime as a partner in our success, not just a vendor. Nolan and the team have been exceptional resources, especially as we explored new metrics like our loyal guest metric. Their dedication to listening

and implementing our feedback has been invaluable. The addition of a dedicated account manager has also made a significant positive impact on our operations."

## Future Plans

Looking ahead, Hair Saloon aims to continue leveraging MyTime's innovative features to drive their business forward. With a focus on enhancing customer loyalty and operational efficiency, Hair Saloon is excited about the ongoing developments and integrations that MyTime offers.

## Next Steps

Hair Saloon plans to continue leveraging MyTime's capabilities to enhance their operations and support franchise growth. They are particularly excited about exploring new integrations and franchise features that MyTime offers, which will further improve support for their franchisees and streamline operations. Tom Twellman Jr. expressed excitement about being able to strike a balance between personal service and advanced technology, stating, "MyTime allows us to live in both worlds, providing a seamless blend of a high-touch and high-tech experience at the store level."

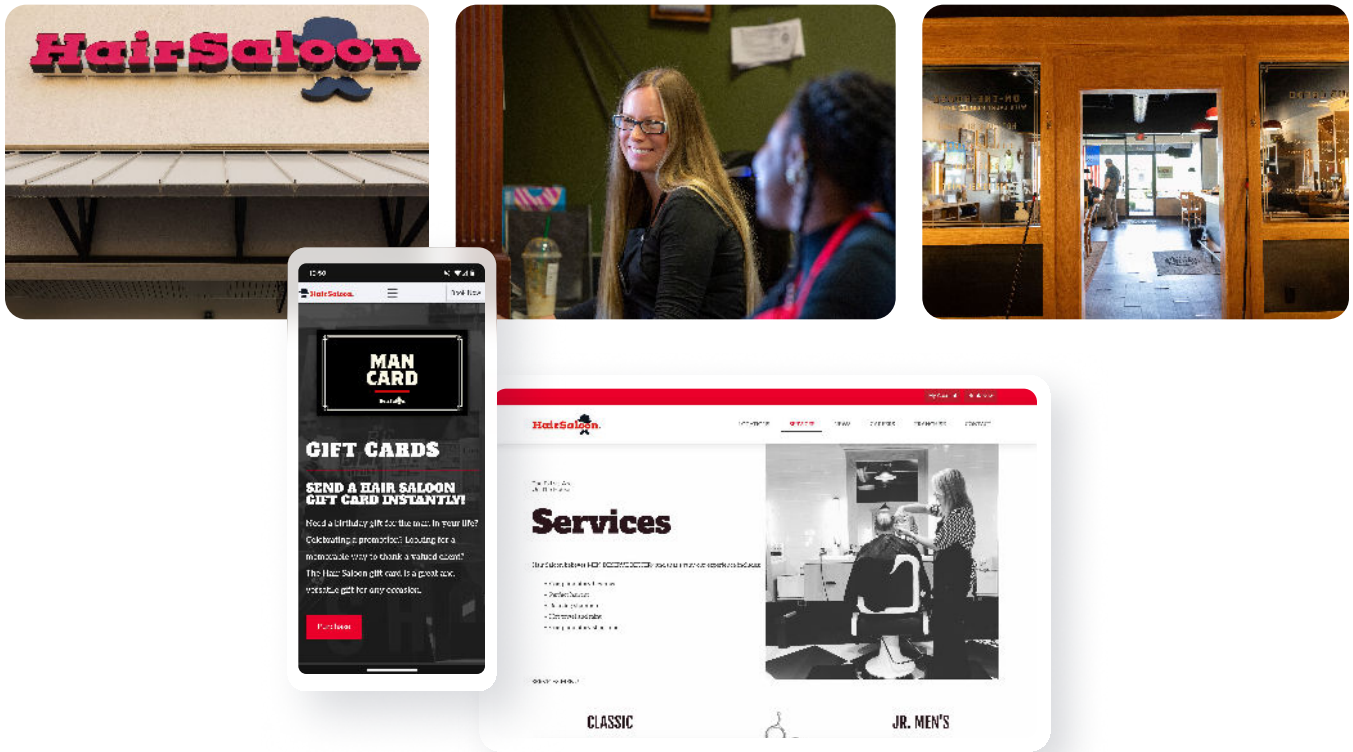
## Long-term Vision

As Hair Saloon grows, they aim to open more locations across the U.S., using MyTime as a cornerstone of their operational strategy to ensure consistent, high-quality service and brand experience. They are particularly looking forward to the new customer loyalty features and operational enhancements that MyTime is actively working on. These features will support Hair Saloon at the corporate business level, improving their ability to deliver exceptional service and maintain strong customer relationships.



**“ With MyTime, our guests enjoy a seamless booking process, and our staff finds the system incredibly easy to use. It's a win-win! ”**

**- Tom Twellman Jr.,  
CEO, Hair Saloon**



Ready to transform your business like Hair Saloon? Contact us today to learn how MyTime can support your growth and enhance your customer experience.

Visit [MyTime.com](https://www.mytime.com) or call **(555) 123-4567** to schedule a demo.

“ We truly value MyTime as a partner. Their commitment to understanding our needs and delivering solutions has been instrumental in our growth. ”

- Tom Twellman Jr.,  
CEO, Hair Saloon