

## Client Case Study

### Finishing Touch - Consett, County Durham

Susan Routledge, owner of the 2007 Professional Beauty Salon of the Year, knows a thing or two about customer service. The judges from Professional Beauty magazine recognised her for it, and so do the clients who've been using her beauty clinic for 19 years.

So when Susan praises others for their customer service, the industry listens. Susan, owner of the Finishing Touch Health & Beauty Clinic in Consett, County Durham, is bubbling with enthusiasm about a piece of salon management software called Millennium, and the people who sold it to her – Lee Harper of the PH Group.

“They’ve bent over backwards to help us,” she says, emerging from only her second training session with the software.

“We’ve used other software systems over the last 12 years, but as the clinic has grown and our database has increased, we needed to be able to analyse the business better.

“I thought converting our existing records to another system wasn’t going to be straightforward as so many software companies were telling me I wouldn’t be able to keep all of the client sales history that’s vital to my business – but Millennium helped me overcome this.

“There’s a lot more we can do with Millennium than systems we’ve used in the past– and for the first time we feel happy enough to use the software to control the entire booking system and confirming of appointments,” she says. “It stood out from the others in so many ways because of all the features and reports we can produce to improve the efficiency of the clinic.” Susan says she was particularly impressed with the assistance the support team gave her throughout the process.

“The people I was dealing with genuinely wanted to help. I can just ring with any questions and, if I need help out of hours, the helpline goes straight through to the United States support team.

“In the past I’ve contacted help lines and waited for two hours for people to get back to me – and in that time chaos has been created in the salon!”

Susan is excited at the prospect of being able to compare, in great detail, the productivity of her 10 therapists, to see at a glance where clients are being retained or lost, and to be able to see what effect it would have on her business over the next year if she raised the average client bill by even a small amount. “It’s going to be great and an incentive for the girls to see how well they’re doing,” she says. “We’re going to be able to analyse the business far better and predict any necessary changes and improvements.”