

Shag Spa and Salons Creates Custom Branded Receipts with Rosy Salon Software and Star Micronics

Shag Spa and Salons offers hair, nail, massage, and skin care services in The Woodlands, north of Houston, Texas.

THE SITUATION

Shag Spa and Salons strives to provide the best experience possible for all clients, every day. With over 60 service providers and a diverse and growing clientele, it's essential that all operations run smoothly at every level. Appointments need to be simple to book; client information must be easy to access and checkout must happen seamlessly, so that the customer experience is smooth all the way through their visit.

Shag was in search of a robust cloud-based software solution that would allow them to run all aspects of the salon, even when working remotely. The system needed to have easy access to client information with the option for clients to book online. It also needed to integrate with multiple merchant accounts and offer completely branded receipts for all products and services.

"In the salon business, branding is a big deal, and we've done very well with it in the area in which we do business," said Fred Kalges, co-owner of Shag Spa and Salons. "The Star TSP100 printers have allowed us to see our brand all the way through client checkout and allow us to offer a personalized message, which we use for our return policy."



PRODUCT NAME



End-user: Shag Spa and Salons

Industry: Spa and Salon

Products: Rosy Salon Software, Star Micronics' TSP100

Solution: Rosy and Star helps to create a more personalized customer experience for Shag Spa and Salons



THE SOLUTION

Shag Spa and Salons uses Rosy Salon Software, a cloud-based application, to schedule and confirm appointments, track client information and transaction history, make product recommendations based on current or past services, and allow easy checkout with integrated POS. Various merchant accounts and processing machines are used along with Star Micronics thermal printers to complete the transaction with customer messaging on a completely branded receipt.

THE RESULT

The reception desk at Shag Spa and Salons can easily look up customer information, book an appointment, and check clients in or out with just a few clicks, which offers a more efficient and personalized customer experience. Clients can also book online, reserve products, and purchase gift cards or memberships from any device, any time their schedule permits. This offers convenience for the client and saves the salon precious staff time. Also, automated appointment confirmations and text alerts help reduce no-shows, keep clients on time, and notify service providers of a change in their schedule. In addition, the integrated POS handles multiple merchant accounts and the Star TSP100 printers offer a customizable receipt complete with salon branding and return policy.



Rosy



"We own five of the Star TSP100 printers between our two salons. They are rock-solid, are a great value, and last a long time, even in the high demand of our always-busy salon. If I could measure the amount of thermal paper that has gone through these printers, it would be hundreds of miles of receipts. These printers just go, and go, and go!"

- Fred Klages, Co-Owner, Shag Spa and Salons