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# On Track for Success

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## **Brockway Hair Design has seen drastic improvements in its daily operations after implementing business management software.**

Want to make running your business easy, more efficient and less time consuming? That's exactly what the owners at Brockway Hair Design, a spa and salon chain located in Rocklin, CA, did when they implemented Milano Systems' Spa & Salon 2007 as their business management software. Spa & Salon 2007 offers such features as automatic inventory re-ordering, personalized marketing, and gives salon owners the ability to monitor performance, productivity and costs – all in real time. "It was one of the best decisions we've ever made," says Deena Estes, manager of Brockway Hair Design. "It's made every aspect of running our salons effortless."

Brockway Hair Design has seen dramatic improvements in its daily operations, including more efficient workflow, happier staff, greater client retention and increased profits. Here is a closer look at three areas where the software is enhancing their business.

### **Inventory Control**

One of the areas that Brockway Hair Design needed to improve upon was product tracking. "Since implementing the software our company has reduced our annual inventory variance of shrinkage from six percent to one percent," says Estes, "In dollar terms, we went from \$48,000 to \$9,000."

The inventory control features also had a significant impact on the salons retail centers and back-bars, helping them to run more efficiently, accurately and profitably with less effort and in less time. "We have been able to order more effectively, keep our mins and maxes in sequence and still have the right products in stock for our clients," says Estes. "We know we're going to be able to reduce our professional product costs to well below the industry norm of 12.5 percent."

### **Marketing**

According to Estes, custom designed marketing pieces have been a fabulous way to promote the salons. Once the advertising materials are ready, the software automatically sends the communication pieces out to Brockway's customers. No one has to remember when to do it, and no one has to physically send them. Everything is taken care of, allowing the company's annual marketing plan to be executed on a consistent basis, which in turn, helps the salons maintain a consistent presence in the marketplace.

## Data Analysis

Data analysis greatly simplifies the task of running a salon business and also gives salon owners the ability to gain any insight they want about their operation with a simple click of the mouse. Data analysis proved to be an extremely valuable tool for Brockway Hair Design. "We are now able to see what our actual retail margins are even when we have monthly specials on retail products," says Estes. "We also have, for the first time ever, reporting tools that allow us to see how well our staff is doing at retaining clientele."

The team at Brockway Hair Design spent nine months researching salon software and its diligence paid off. With Milano Systems Spa & Salon 2007, they found a program that would be simple to use yet powerful enough to keep up with the demands of the expected growth of the salon. "The software has proven to be very easy for the receptionists and technicians to learn," says Estes. "It's been a very smooth transition."

## Ask Before You Buy

Choosing to computerize your salon or upgrade your software may seem overwhelming. "It all starts with research," says Paul Pagliaro, Vice President and COO of Milano Systems, a company that helps people get better control of their businesses through software products and services. He recommends finding information on the Internet, in trade magazines and by talking to other salon owners.

Before investing your money, ask the following questions:

- What features does the software offer?
- Are these the features you need?
- Is the software easy to learn and use?
- How long has the company been in business?
- What's the customer service like and when is it available?
- Does the company provide regular updates of its software?

In the end, you are looking for a long-term partner that offers training, consulting, set-up and testing to make your salon switch over as smooth as possible.