

Case Study: Salon

Client Name

Fox & Jane Salon

Location

2 in NYC, 1 in San Diego

Services

Full service salon, specializing in innovative, luxurious, and bold looks

Booker Client Since

June 2011

Website

www.foxandjanesalon.com

Statistics



Fox & Jane Salon Expands with SalonBooker

Challenge

When Billy Canu and his business partner Lorean Cairns were opening the first Fox & Jane location in 2011, they knew they wanted salon software to help them manage their new business. While they needed a system that was professional and easy to use, Billy and Lorean were really looking for a tool that would help them grow their salon business. Billy and Lorean had a vision to expand the Fox & Jane brand by adding additional locations over the next few years, so they needed software that would allow them to grow and seamlessly add new locations. SalonBooker proved to be the perfect partner in helping them achieve their vision for the Fox & Jane brand.

Solution

With locations on both the east and west coasts, Billy appreciates being able to manage all aspects of the brand from anywhere. He says, "I'm based in California, but I can run reports and access everything for all locations. For example, SalonBooker's inventory alerts are super helpful. I love knowing when one location is running low on a product, without having to be onsite at the salon."

Billy also loves being able to manage Fox & Jane's clients and appointments with the software. He says, "SalonBooker helps us utilize every possible time and resource at the salon. The waitlist is one of my favorite features." Billy and Lorean also credit SalonBooker's automatic emails and appointment reminders with reducing the amount of no-shows.

Results

Since signing up for SalonBooker back in 2011, Billy and Lorean have opened two additional Fox & Jane locations and have plans to add several more salons in the next year. Billy says, "It's been a great growing experience with SalonBooker. For a lot of small businesses, it can seem so scary to grow because you don't know how to manage ordering, inventory, management, etc, but SalonBooker makes it so easy with the brand level options. It's really taken us to the next level, and we can't imagine our lives without SalonBooker."

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Billy Canu
Owner