



SALON OWNER'S GUIDE - HOW TO SET UP YOUR ONLINE BOOKING

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1. YOUR SALON'S MOST IMPORTANT TOOLS

This guide is for business owners who are still making salon bookings over the phone and managing shifts using an old-fashioned paper calendar. At Book Salon, we want business owners to have the best possible tools at an affordable price. This allows professionals to focus on what is most important _ their work. In this guide you will find tips on how to make your salon more efficient, and how Book Salon can make your everyday working life much easier.

Developed with salons

The Internet is full of booking and payment tools. Book Salon is different. We are a Nordic service, and our software has been developed in close collaboration with hair, beauty and wellness professionals to provide all the features your salon needs. The result? You can save money by moving from your existing range of tools and get all the salon services you need from one supplier: Book Salon.

We are constantly developing our service based on client feedback. Over the past year, our new features have included: gift cards and a gift card online store, inventory management, and online payments.

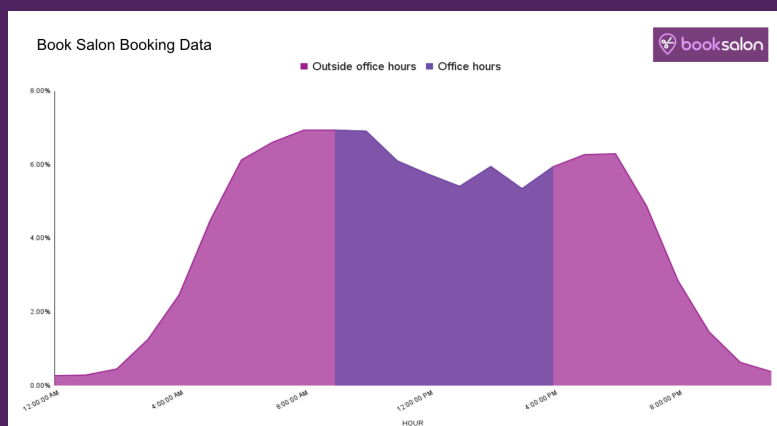
And there's lots more to come...



2. REASONS YOU SHOULD BE USING BOOK SALON

Stop losing out on potential business

According to our booking data, 52% of people make salon bookings outside usual opening times between 17:00 and 09:00. Businesses that don't use digital booking systems potentially lose tens of thousands of euros a year due to missed appointments. With Book Salon, you are open for appointment bookings 24/7, whenever your clients need it. What's more, Book Salon is a great channel by which potential clients can find your business.



Test the service independently

Try out Book Salon for free with no commitments. If you decide to continue using the system, we will transfer your pre-existing client records, product register and gift card data to Book Salon free of charge. Chat support is a click away, with our experts available weekdays during office hours.

Save time with quick and easy reporting (and cut down on mistakes!)

With Book Salon, all the reports you need are just a few clicks away. You can see real-time daily, weekly or monthly sales info as well as clients by salon and employee. You can easily print or send reports directly from the system to your accountant.

Mistakes are a part of life. But with Book Salon, they no longer need to be a part of your working life. Book Salon links your checkout, calendar and payment terminal together seamlessly, so there's no need to enter seller IDs or reconcile checkout and payment terminal reports by hand.

REASONS YOU SHOULD BE USING BOOK SALON

Promote additional sales with gift cards

With Book Salon, it is easy to offer your own salon gift cards as the perfect present all year round. Gift cards can be sold directly from the online store and are easy to manage. You can extend the validity of the card or even resend cards electronically if they are lost. You can easily report the purchase and use of gift cards at checkout.

Everything for one monthly fee

Book Salon includes all the features your salon needs. For example, if you currently use a payment terminal and Point of Sale from different vendors, you will save money by ending these expensive systems and switching to Book Salon, which combines all the services your salon needs together. With Book Salon you get an electronic booking system, checkout, integrated payment terminal and fast settlements for €29/month per location. You can also add employees or rental chair entrepreneurs for no extra charge.

WHAT OUR CLIENTS SAY

Hiusviisikko is a highly professional hairdressing salon in Vantaa, Finland. The company moved from a paper calendar to Book Salon's online appointment system, and subsequently introduced the combined payment terminal and checkout included with Book Salon PRO.

"We gradually switched from a paper calendar to the full Book Salon appointment system. Getting started was really easy and logical. Errors have been reduced to a minimum because the payment terminal and checkout work together. Now our Sundays are free since there's no need to spend time correcting receipts. Card payments are quickly credited within two days directly to each entrepreneur's own account.

The system is very easy to use and is sure to be successful for anyone who has ever set up any social media account. Book Salon can also be used on any kind of device, so if your laptop's web gets stuck, you can quickly just switch to your phone. The service also prevents duplicate calendar bookings. In case of problems, Book Salon's chat support helps quickly." – **Hiusviisikko**

3. GETTING STARTED

Setting up and trying out Book Salon is simple. Access the service through our website on a device of your choosing and get to know the features at your own pace using the free version. Chat support is there to help every step of the way.

A payment terminal is available when switching to our PRO plan. Once your Book Salon account is set up, the payment terminal will automatically connect to your checkout. The device itself will be delivered to your office within 3-5 business days.

Create a free Book Salon account on our website

- Creating a user account is easy and takes about 15 minutes.
- You don't need to be a tech-wizard to use Book Salon. If you know how to use a Facebook account, you can easily handle Book Salon.
- No commitments.

Get in touch and arrange a free set-up

- We will transfer your previous client, product, and gift card registers to Book Salon free of charge.
- Chat support is just a click away, where our experts will help on weekdays during office hours.

Apply step by step

- Set up Book Salon alongside your paper calendar or pre-existing digital service and switch when it suits you.
- Familiarize yourself with the booking system from your client's view and set it live when you are ready. You can always accept phone bookings for as long as you need, even if you have an electronic appointment system.
- You will receive an easy-to-use payment terminal at your premises within a few business days. The payment terminal works seamlessly with your checkout, and you will receive card payments in your account within two days.

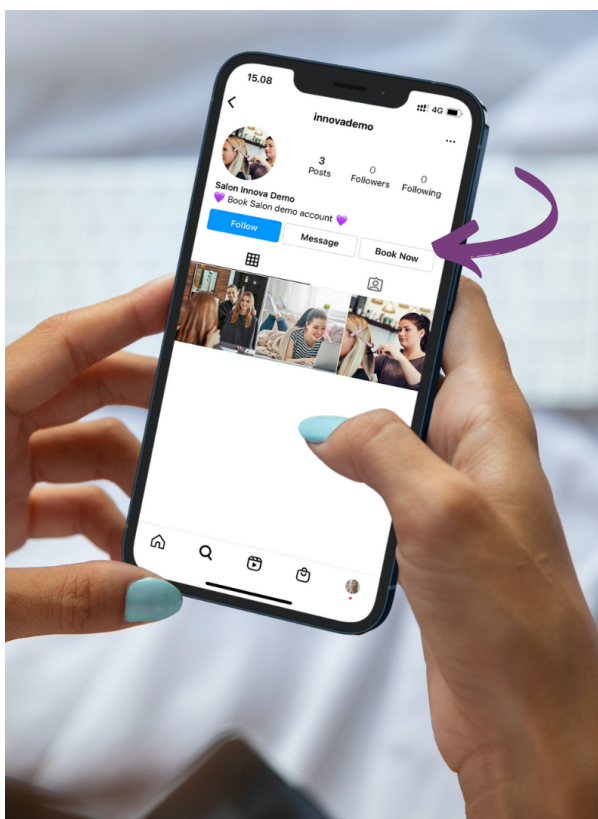
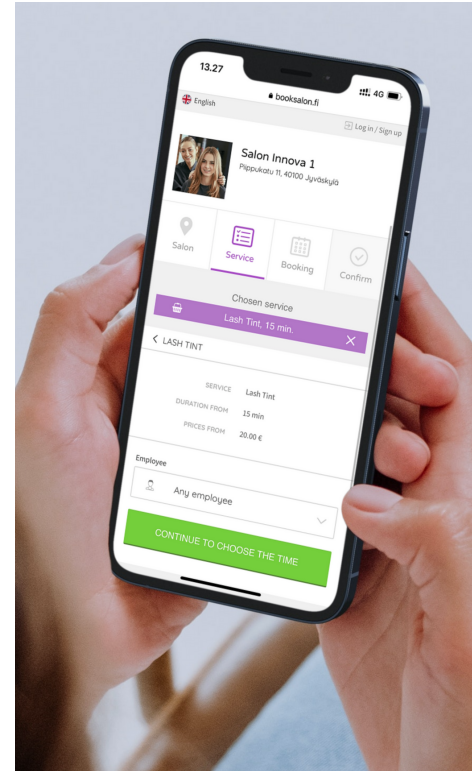
4. BOOK SALON FEATURES

ELECTRONIC BOOKINGS

Online booking lets your clients make bookings anytime, anywhere without requiring you to answer calls or messages. It's also one more channel where potential clients can discover your business.

You can start the booking system step by step at first. For example, you can use the calendar so that your online booking function is not visible to your clients. When you do want to receive online bookings, you can simply add a link to your website and social media channels. Of course, if you like, your clients can still book appointments over the phone.

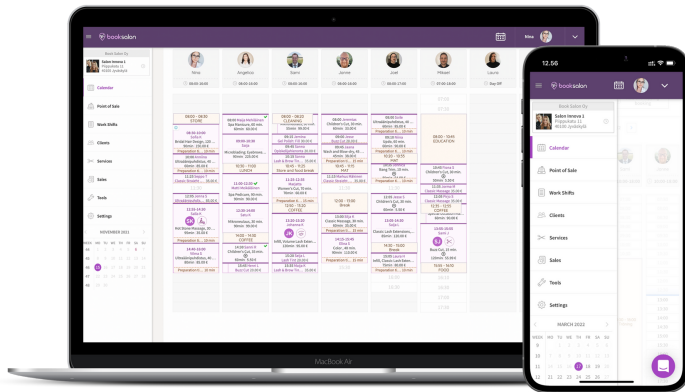
Although these online functions allow clients to book appointments themselves, you can easily set the available hours and break patterns of the working days. The Book Salon booking system is free and can be set up step by step.



BOOK NOW BUTTON

As a Book Salon client, you can add a "Book now" button to your company's Facebook and Instagram profile, giving clients easy access to your appointment calendar. Book Salon is the first Nordic booking system through which the button can be added. According to Facebook, adding a button to a company's profile makes it possible to increase the number of bookings received through social media by up to 60%.

BOOK SALON FEATURES



CALENDAR

The calendar gives you a clear overview of your employees' and entrepreneurs' schedules by either day or week. At the same time, you can manage your own working hours and reservations, create shift lists for employees or agree on working hours with rental chair entrepreneurs. Each employee can have their own range of services as well as their own pricing for appointment services.

CHECKOUT AND PAYMENT TERMINAL

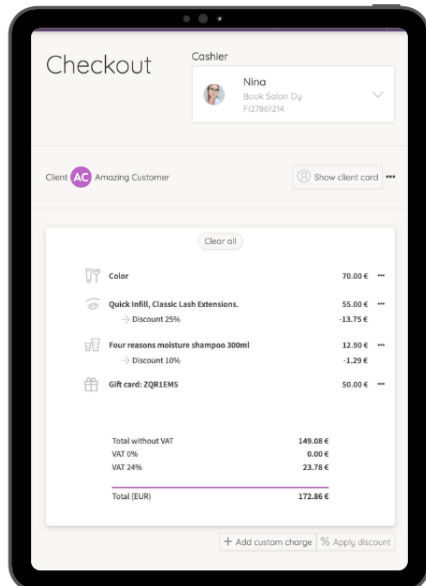
Book Salon's digital checkout is synced directly to your calendar. This means you can work with reservations directly from the calendar to the checkout and on to the payment terminal for charging without needing to enter seller IDs. This can save a lot of stress. At worst, entering incorrect codes and IDs can cause accounting errors and require time-consuming corrections for entrepreneurs. Book Salon solves this problem.

Book Salon's checkout also supports prepayments and gift cards as well as settlement by multiple payment type. For example, your clients can pay half in cash and the rest by card, offering great flexibility whatever the situation may be.



Book Salon includes multi-merchant processing, which allows you to add several employees and rental chair entrepreneurs for the same monthly fee. Payments to different bank accounts are made effortlessly without entering seller IDs into the payment terminal. Each company receives daily settlements to its own company account, based on cash reports.

BOOK SALON FEATURES



REPORTS

All the reports you need are just a few clicks away. You can see daily, weekly or even monthly sales reports in real-time as well as clients by salon and assigned employee. You can filter services and products sales separately. Gift cards can also be easily found in the report. You can print or send reports directly from the system to your accountant without having to reconcile checkout and payment terminal reports. You can also create your own account ID in the system.

ELECTRONIC RECEIPT

After payment is complete, the cashier creates an electronic receipt for the transaction, which can be sent to the client via text message or e-mail. The receipt can also be printed. The system makes electronic receipt management easy. Receipts can be retrieved by searching the cashier or client's name to resubmit receipts or make refunds.

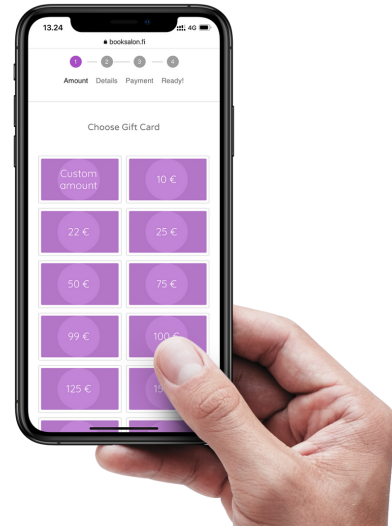
SETTLEMENTS

With Book Salon, you can enter into entrepreneur agreements on a case by case basis and bill card payments to each individual at no extra charge. Card settlements come to entrepreneurs' accounts in two business days. Charges from the same payment terminal to different accounts are conveniently made and don't require the need to enter a seller ID.

BOOK SALON FEATURES

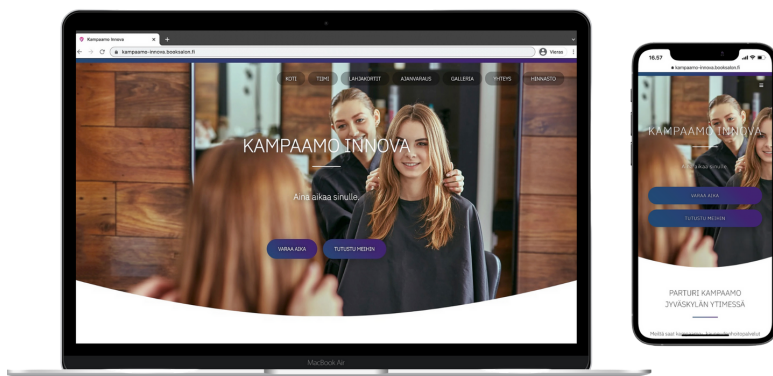
GIFT CARDS

With Book Salon, it is easy to offer your own salon gift cards as the perfect present all year round. Gift cards can be sold directly from the online store and are easy to manage. You can extend the validity of the card or even resend cards electronically if they are lost. You can easily report the purchase and use of gift cards at checkout.



PRODUCT SALES

Through Book Salon's checkout system, product sales couldn't be simpler and adding new products to the Point of Sale is easy. You just add a name, barcode and, if desired, an image to the product card. Book Salon can also be used to manage inventory balances by entering product quantities. If there are a lot of products for sale in your salon, the checkout also supports a barcode reader. Products are a great way to make additional sales and Book Salon makes it even easier.



WEBSITE BUILDER

As an additional service, Book Salon also includes a Website builder, with which you can easily create a stylish website for your salon. The price of this service is €20/month and includes web hosting.

5. FREQUENTLY ASKED QUESTIONS

WILL I LOSE CONTROL OF MY SCHEDULE IF I INTRODUCE ELECTRONIC APPOINTMENT BOOKINGS?

You can always specify the times you are assigned on your calendar, your opening hours and even break times. For example, with Book Salon you can make yourself open for bookings for only half a day if you like.

Electronic appointment booking is also one more channel for you to reach new clients. It is open 24/7 without you having to answer calls or return messages. People search the internet for services and make a reservation when it suits them. Your clients can always still call and book appointments over the phone.

As you get used to the new system, you can start using it step by step. For example, you can use the calendar so that your booking slots are not visible to your clients. But when you do want to receive online reservations, you can simply add an appointment link to your website and social media channels.

WHAT IF CLIENTS WHO BOOK ONLINE DO NOT SHOW UP?

Book Salon offers the option of only accepting bookings from registered clients. The client's telephone number and e-mail address are then confirmed in the system. For added security, you can choose to require prepayment to confirm the booking.

You can define your own booking conditions, which are sent to the client with the booking confirmation. The terms also guarantee that an invoice can be sent afterwards if the client has not paid.

Electronic scheduling prevents double bookings, and the system allows you to send your clients an automatic reminder to make sure they remember to arrive.

FREQUENTLY ASKED QUESTIONS

DO I NEED ELECTRONIC BOOKING IF I ALREADY HAVE AN ESTABLISHED CLIENT BASE?

In addition to electronic appointments, Book Salon has several features that make your working life easier. With the free version, you have access to Book Salon's calendar and client register.

With the PRO plan, you also get access to Book Salon's cash register, integrated payment terminal and many other useful features. With a PRO plan, you can both save money by terminating your existing expensive systems, and time by using a single all-in-one system.

HOW DO MY CLIENTS AND I LEARN TO USE THE SYSTEM?

Book Salon is no more complicated to figure out than Facebook or Instagram. So if you've ever used a social media channel, you'll be able to use Book Salon as well. We constantly receive feedback from our clients about how easy the service is to use, and our PRO clients remain users of the service for a long time. In case of problems, Book Salon's chat support is there to help you quickly.

HOW DOES REPORTING WORK WITH BOOK SALON?

Book Salon creates automatic Point of Sale reports for accounting. You can get site- and author-specific reports directly from Book Salon. You can filter services and products from sales separately, and gift cards can also be conveniently found in the report.

Download the reports as a PDF or send them directly to your accountant. You can also give your accountant their own ID to the system.



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