

WITH BOOK SALON,
YOU GET:

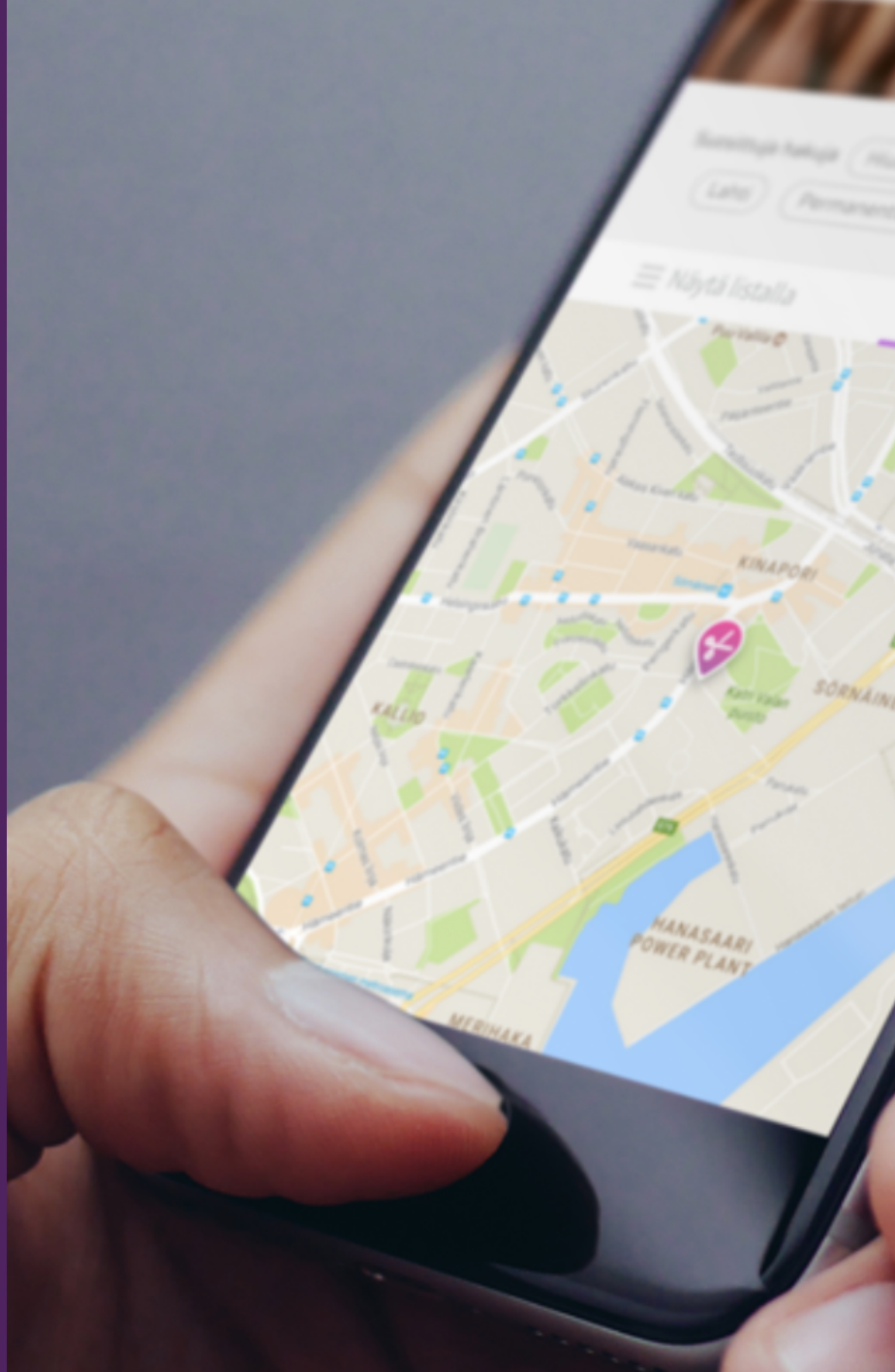
BOOKINGS

CHECKOUT

**PAYMENT
TERMINAL**

**FAST CARD
SETTLEMENTS**

READ MORE IN THIS
GUIDE!



SWITCHING GUIDE

EVERYTHING YOUR SALON NEEDS

CONTENTS

1

Everything your salon needs

2

**Reasons to switch to
Book Salon**

3

Compare for yourself

4

We help you make the change

5

Book Salon features

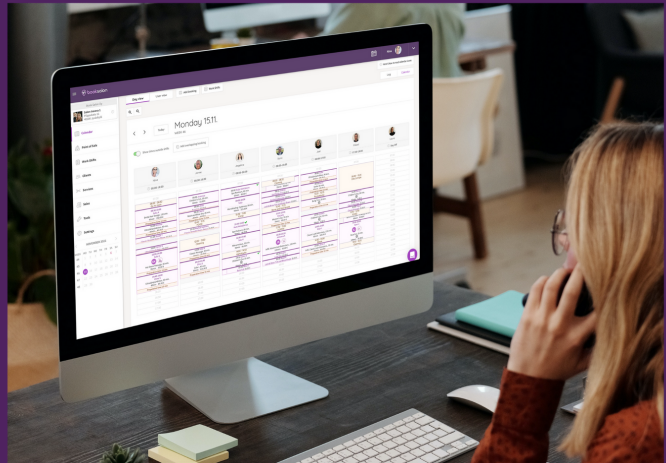
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Contact info

1. EVERYTHING YOUR SALON NEEDS

Book Salon is the service developed specifically for the needs of hair, beauty and wellness professionals. It includes everything the salon needs in one package: appointment system, checkout, integrated payment terminal and fast settlements. Our goal is to make everyday life easier for professionals and help them focus on what's most important: their work. We think entrepreneurs pay too much to maintain different systems, the incompatibility of which causes problems and leads to avoidable mistakes. By switching to Book Salon, you can save yourself time and money by getting rid of systems that don't work well together.

But we know it can be difficult to tell the difference between services. There is a lot on offer for businesses to choose from, especially on the appointment bookings side. However, a few providers do specialize in the field of beauty and well-being. These services have certain features designed for the industry that make everyday life easier and save entrepreneurs time.



When making your choice, you should consider whether the service you have chosen is still evolving, or whether you are only getting what you are buying right now. At Book Salon, we are constantly developing our service in collaboration with entrepreneurs and businesses.

On the checkout and payment terminal side, the situation is very similar. There are a lot of individual service providers in the field from whom you only get a payment terminal and not a checkout service. You should be certain of what factors are most important to you before making a choice. Is a low commission the only thing worth considering, or should you think about the bigger picture such as monthly fees, hidden costs, one-time fees, and how easy the systems on offer are to use?

Sometimes a provider may offer services at a very low price but ties you into a long contract. Commitment to multi-year deals should be carefully considered, because in problem situations, getting help and support can be difficult. With Book Salon, you get a smoothly functional whole at a reasonable and competitive price, without any hidden costs. Also, don't forget the customer service, which at Book Salon is only one click away.

2. REASONS TO SWITCH TO BOOK SALON

Developed in collaboration with salons

The Internet is full of various appointment systems as well as payment services. What sets Book Salon apart is that we are a Nordic service developed in collaboration with beauty and wellness professionals. This means that Book Salon has all the properties your salon needs, tailored to your industry.

Everything your salon needs from one place

In the same package, you receive an electronic booking system, checkout and an associated payment terminal from Book Salon, as well as fast settlements. You can even add employees or rental chair entrepreneurs to Book Salon at no extra charge. In other words, you save money by terminating your various expensive systems and switching to Book Salon, which combines all the services your salon needs.

We develop the service based on client suggestions

We are constantly developing our service based on feedback and suggestions we get from our clients. During the last year, new features have been added to Book Salon including gift cards and an online gift card store, inventory management, and online payments. And this is just the beginning!

WHAT OUR CLIENTS SAY

Located in Oulu, Finland, Hierontapiste Fascia is owned by Johanna Lahtinen and focuses on massage and recovery treatments. The move to Book Salon has helped the business grow, and currently employs 4 entrepreneurs in addition to Johanna.

"Register reports using the previous payment terminal were laborious to take out and took an unnecessary amount of time. With four more entrepreneurs joining the salon, the workload for reporting would have only gotten bigger. Reports from Book Salon are automatically received at the checkout, ready for accounting by location and entrepreneur. All our entrepreneurs can use the same payment terminal and Book Salon handles the settlements in two days to each entrepreneur's account."

– Johanna Lahtinen, Hierontapiste Fascia

3. COMPARE FOR YOURSELF

1 — Online bookings

Several appointment programs have a monthly fee or pricing based on the number of users.



At Book Salon, you don't pay anything for the online booking system. It is also designed to meet the needs of salons. One of the many benefits of Book Salon's online booking system is the automatic reminder messages sent to the client, which reduces the number of no-shows.

2 — Checkout and payment terminal

There are several companies offering different payment services. Some of them offer a payment terminal with a long contract, which can be hard to exit, while another option is to buy a payment terminal for a one-time fee. With checkout and terminal from different suppliers, both must then be reconciled separately.



With Book Salon, the checkout works together with the payment terminal, which is part of the PRO plan. As both come from the same supplier, no errors occur between them. The payment terminal is delivered to the salon within 3-5 business days.

3 — Settlements

In some systems, adding new employees or entrepreneurs as users means extra charges, or the monthly fee is based on the number of users.



Book Salon progressively supports the growth of your business and we do not charge additional fees for new employees or rental chair entrepreneurs. Card payments are conveniently made from a single payment terminal and are credited to each respective bank account within two business days.

4 — Customer service

For some providers, customer service only works on the phone and queuing may take a long time.



Book Salon's chat customer service can be conveniently reached directly from Book Salon, where real people answer your questions on weekdays during office hours.

4. WE HELP YOU MAKE THE CHANGE

Book Salon is easy to set up and test. You can access the service from our website and start using the free version straight away. There is chat support inside the system to guide you at every step. We can also transfer your current client register and give support remotely for free. This makes it easy to move pre-existing bookings, your gift card register and inventory. You can use Book Salon on any device.

The payment terminal is available by switching to the PRO plan. Once the Book Salon account is set up, the payment terminal will automatically connect to the checkout. You will receive the device at your office within 3-5 business days. **Whether you are a beginner entrepreneur or an experienced systems user, it's easy to get started with Book Salon.**

Create a free Book Salon account on our website

- Creating a user account is easy and only takes about 15 minutes.
- If you know how to use a Facebook account, you can also manage Book Salon.
- You don't need to commit to anything.

Contact us 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 are available on weekdays during office hours.

Get started step by step

- You can set up Book Salon to work alongside your paper calendar or other digital service and switch at a time that suits you.
- Familiarise yourself with the appointment system from the perspective of your clients and publish the appointment link when it suits you. You can still accept bookings by phone, even if you have an electronic appointment system.
- You will receive an easy-to-use payment terminal at your location in a few business days. The payment terminal works seamlessly with the checkout and you will receive card payments in your account within two business days.

5. BOOK SALON FEATURES

ELECTRONIC APPOINTMENT BOOKINGS

The 24/7 online booking allows your clients to book an appointment anywhere, anytime. It's also one more channel where clients can find your business. You can add a link to your booking calendar for your social media channel or embed it on your website.

Not everyone wants to make appointments over the phone. Young people in particular are keen to book online, regardless of time or place. At worst, even the most reliable and loyal clients can move to a competitor if an appointment with them is easier to make.

Although an electronic booking system allows clients to make bookings directly themselves, you are still in control. It's easy for you to set the working hours and break patterns to your calendar, allowing clients to book a time that suits them that works for you as well.

CALENDAR

From the calendar, you can see schedules of all employees and entrepreneurs by daily or weekly view. You can manage your own working hours and reservations, create shift lists for employees and 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.

WHAT OUR CLIENTS SAY

Hiusviisikko is a highly professional hairdressing salon in Vantaa, Finland. The business changed their paper calendar to Book Salon's online appointment system, and later also introduced the combined payment terminal and checkout included in the PRO plan.

"We gradually switched from a paper calendar to the Book Salon system. Getting started was really easy and logical. Because the payment terminal and the checkout work together, typing errors have been reduced to a minimum. Now our Sundays can be kept free since there is no need to make corrections to receipts. Card payments are quickly credited within two days directly to each entrepreneur's 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 all devices, so if your laptop connection gets stuck you can switch to your phone smoothly. The service also prevents duplicate calendar bookings. In case of problems, Book Salon's chat support helps quickly." – **Hiusviisikko**

BOOK SALON FEATURES

CHECKOUT AND PAYMENT TERMINAL

Book Salon's digital checkout is synced directly to your calendar. This means you can transfer 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. There is no such problem with Book Salon.

Book Salon's checkout also supports prepayments and gift cards as well as settlement by multiple payment type. For example, your client 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 checkout reports.



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, and even gift cards can 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. If you like, you can also create your accountant their own account ID in the system.

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

CUSTOMER SUPPORT

Book Salon's customer support is just a click away, so you do not have to spend time queuing on the phone. You can contact us via chat inside the system or via e-mail. Book Salon also does not have multi-year fixed-term contracts like other services operating in the market.

ELECTRONIC RECEIPTS

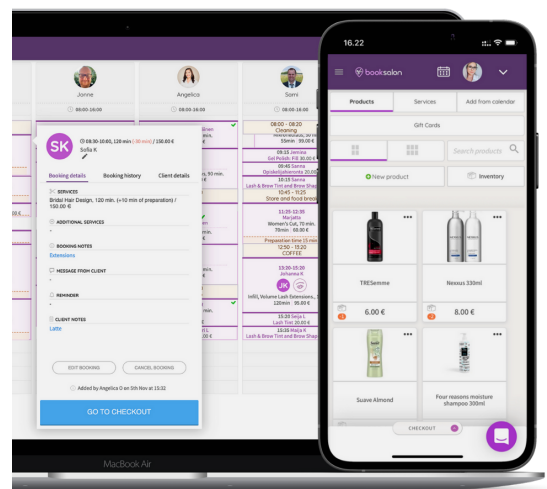
After payment is complete, the checkout system creates an electronic receipt for the transaction, which can be sent to the client via text message or e-mail. The receipt can also be printed. The system makes electronic receipt management easy. Receipts can be retrieved by searching the employee's or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

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. For example, adding new products to the checkout is easy. You 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 register also supports a barcode reader. Product sales are a great way to make additional sales and Book Salon makes it even easier.



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