



Alison Struthers, Clydebank, Glasgow

Alison Struthers, who has been in the beauty business for over twenty years, has had a salon, which bears her own name, in Hardgate, Clydebank since 1995. Just seven miles from Glasgow city centre, the salon has four treatment rooms, three staff and offers treatments and products from M D Formulations, Bare Escentuals and Arbonne.



“premier spa does absolutely everything I want it to do”

Alison started looking for a software package over eight years ago and remembers that Premier Software was one of the first companies in the industry to offer spa and salon management software. She asked for a demonstration of **premier spa** and thought it was ideal. “It does absolutely everything I want it to do,” says Alison.

“Needed a system that could log everything in one place”

“At that time I had six full time therapists and we

were using an appointments book. There were so many columns to control and sometimes the writing was so illegible, due to cancellations and changes to the schedule, that appointments were getting lost. We needed to have a system where we could log all our appointment requests in one place and have easy access to the information. **premier spa** was the answer,” explains Alison.

“You can see exactly how your business is performing”

“I think the best thing about **premier spa** is that I have access to information that I could never have had before without spending time over masses of paperwork. I can find out how many treatments we’ve booked in a day or how many of a particular product we have sold in a week by generating a report. The data is accurate so you can see exactly how your business is performing.”

“Using the software proactively can help you to anticipate client behaviour”

“If your business does start to be affected by the credit crunch, using these reports would help you



to see which areas of your business are dropping. As long as you use the software proactively, it could prove invaluable to you and help you anticipate client behaviour.”

“Premier Software listen to feedback and act on it”

Alison is impressed by Premier Software’s customer service. “I think it’s excellent. When they first brought out their Gift Voucher Tracking, it wasn’t possible to split the voucher up if a client didn’t spend the whole amount on one visit. I spoke to them about this and they took my feedback on board because within a few months, they had acted on it and updated the software to do just that. Now that’s what I call listening to your customer!”



“My team would be devastated if it had to be taken away”

Asked how her team feel about **premier spa**, Alison says that they were wary at first. “I must admit that, initially, my team did not want to move away from the paper book at all and regarded the software with suspicion. But now, they would be devastated if it had to be taken away. The thought of going back to what we had before is horrendous! They love it.”

“On-going support package is very reassuring”

“Premier Software gave us a comprehensive day’s training on-site before going live. They were able to install a test version for us to try out all the features until we felt comfortable with it. We’ve got the on-going support package which is very reassuring. The technicians are fabulous and can help with any questions or access your system remotely to fix the problem for you.”

“Premier Software regularly bring out new updates and keep moving forward as technology advances”

“I would recommend Premier Software because I think the **premier spa** system is first-rate. They are a very good company in that they don’t just supply you with the system and then leave you with it. They regularly bring out new updates to their software and keep moving forward as technology advances. Their support package means that any issues are sorted quickly, too,” says Alison.



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