

## Beauty à la Carte at Fortnum & Mason, London

The recently opened Beauty a la carte salon is a charming oasis of elegance and tranquillity set on the newly refurbished second floor of Fortnum & Mason. Four ornate beauty rooms bring a taste of the worlds top ten spas to the heart of London with Luxurious treatments from Aromatherapy Associates, La Prairie, Stoke Park Club and the renowned facialist, Jackie Denholm Moore.

Sarah Brown, Fortnum & Mason Beauty a la Carte manager, chose Premier Software's **premier spa** package for the salon because she had worked with it previously and found it to be the best on the market. "The software is recognised throughout the beauty industry as being efficient and easy to use for all. It answered all our needs for a quick and user friendly booking system which would allow us to schedule therapists appointments and store confidential data, therefore providing a high level of customer service. I also wanted to be able to pull off reports and monitor the number of treatments we were performing as well as our stock levels on a regular basis."



### **"Improved customer service and a positive experience for the client"**

At the start of operations, the salon team were working from a manual book. "The difference between now and then is immeasurable" comments Sarah. "Clients are now reassured that all their personal details are kept confidential as we have a password protected software system. This information can be accessed and edited at any time. It doesn't take a minute. So we can log important information as it happens, such as special requests made at the time of booking or which product a client purchases and when. All this leads to improved customer service and a positive experience for the client which encourages their loyalty in the long run."



### **“Allows the reception to be run professionally”**

“**premier spa** allows the reception to be run professionally. Each morning, the team are given a report showing their appointments with the clients name and the details of their requested treatment. This avoids them having to make regular checks of their schedule and too many people crowded around the reception desk at the same time. The booking system blocks the specific time for treatments thereby avoiding any overlapping or confusion with client appointments. Also, with the manual diary, we weren't able to take a clients credit card details at the time of booking which meant that it was very hard to adhere to our cancellation policy” adds Sarah.

### **“Tracks cash flow and helps us keep a watchful eye on the figures”**

As Beauty a la Carte is a new venture for Fortnum & Mason, it is vital for Sarah to be on top of her figures at all times. “We need to keep a track on exactly what is happening day by day at this important stage in the business’ growth, so we run reports on a daily and a monthly basis to track cash flow and keep a watchful eye on the figures. It’s also possible to create real treatment costings so that you can access the profitability of individual treatments”

### **“Sophisticated marketing techniques”**

Marketing will also play a vital role in the future of Beauty a la Carte. The use of **premier spa’s** sophisticated CRM database will help to narrow down clientele into specific customer groups e.g ages, mothers and daughters etc so that we can email them with promotions tailored to their needs”

### **“Premier Software provides excellent customer care combined with a good knowledge of the beauty industry”**

“Premier Software provided us with excellent customer care and were happy to assist with queries at any stage of the installation and training. The installation was very quick and organised professionally. Phillippa’s past 12 years experience in the beauty industry gave her a distinct advantage as she was able to apply her personal experience to the training sessions.”

### **“As a manager, I feel in control of the business”**

“**premier spa** has had a very beneficial influence of the day to day running of our beauty rooms. I particularly like the fact that, as a manager, I feel in control of the business— I can plan each therapist’s day efficiently, ensuring good time keeping as well as managing stock levels effectively, ordering only when necessary. The team has found the software package easy to learn and easy to use. **Premier Spa** has given us the tools to deliver a high level of customer service which will make a significant contribution to the future growth of Beauty a la Carte.”

