



Blushes

Award Winning Salons

At Blushes, the award winning salons in Cheltenham and Gloucester, excellent customer service is the key to the success that has seen them thrive for 25 years at the top of their game. Owners Darrell and Mark Blake have positioned Blushes as the premier salon outside of London, attracting a veritable array of high class clients and celebrities. The Cheltenham salon nestles between chic boutiques in the heart of the vibrant tree-lined Montpellier, while the Gloucester salon has a strong contemporary feel that juxtaposes perfectly with the quaint historic town.

Expansion to Cope With Demand

The Blushes salons have gained enormous popularity and have had to expand and modernise to cope with demand.

“Premier Style Was the Only Way Forward”

The Cheltenham salon underwent a major refurbishment and expansion in 2001 and the Gloucester salon is set for development this year following the purchase of the adjacent building. Part of this expansion included switching to a computerised salon management system and for this Blushes selected **Premier Style** by leading spa and salon software developers Premier Software.

Darrell explains, “It was a big leap of faith to throw away the old appointment book and convert to using **Premier Style** software but we have no regrets, it was the only way forward”

“A Computerised Booking System is Crucial”

Increasingly salons are realising that the old manual system of writing down appointments is time consuming and can often lead to inaccuracies, such as one receptionist not understanding another’s handwriting and so forth. For Blushes, they reached the point where they simply outgrew an appointment book system, as Darrell explains, “One book just wasn’t enough, we are so busy we have five receptionists working at any one time, so one appointment book just wasn’t enough, they were clamouring to get to it, now we have a dedicated booking room, and 3 computer screens. In today’s market you’ve got to have a computerised booking system, it’s crucial”





Dedicated to Looking After Clients

One area that Blushes is particularly dedicated to is looking after their existing customers so that they come back time and time again. "We have found **Premier Style** to be a great help in this area, as we can look at our clients average spend and identify our loyal customers. We have used the software to create a list of prestige clients who spend in excess of £1,000 a year with us. Now every time one of these prestige clients books an appointment or enters the salon the software flags up a message on screen to identify them so that we can give them that extra special bit of care to let them know we appreciate their business."

A Sensational Reputation

The Blushes team have built up a sensational reputation through their frequent styling for top consumer magazines such as Tatler and Harpers and Queen,

and advanced colouring work pioneered by top colourist Michelle Blake who works closely with the colour experts from L'Oreal to help develop new colours. It is this strong reputation that ensures that the Blushes salons are constantly buzzing, with a team of 18 stylists and 10 colourists manning the Cheltenham salon every Saturday.

"We Couldn't Cope Without Premier Style"

"Last week we saw 800 clients in the Cheltenham salon alone and most weeks the figure is around 700. With that many people booking and attending appointments each week we really couldn't cope without **Premier Style**" says Darrell. The software has plenty of advanced booking features to help busy salons like Blushes, including automated SMS messaging appointment reminders that have been designed to help cut down appointment no-shows. "All of our bookings are sent an appointment reminder text two days prior to their appointment. We also use **Premier Style** to put together lists of no-shows who are then sent a letter" says Darrell.

Premier Style Has All of the Features Needed

An extraordinary amount of research goes into the development of Premier Software's programmes. Robert Miles, Director of Premier Software explains, "Our developers spend time speaking to salon owners to find out what aspects of salon management would benefit from software. This way we know that our software has all the features needed to manage a successful salon from the financial aspect to marketing to the day-to-day tasks."