

Coray and Co

At the age of just 21, Mark Coray started up Coray and Co which is now Cardiff's premier Colour Degree Specialist hairdressing salon, one of only 300 salons nationwide, as awarded by L'Oreal. Situated in City Road, Coray and Co offers a top-to-toe service to clients, catering for all grooming needs with a 15 seat salon and a well equipped Darphin Diamond beauty salon.



"It takes seconds to generate reports"

Mark Coray uses Premier Software's **premier style** software package to cover all aspects of his busy salon business. "I found out about **premier style** when I was on a L'Oreal sponsored training course and a number of other salon owners there already used it and recommended it," explains Mark. "We didn't have a computerised management system before. We just used a manual book and I was feeling like the business was in charge of me rather than the other way around. It take seconds now to generate reports on VAT, PAYE, average bill value, % retail etc. so I really feel on top of things rather than buried underneath a pile of paperwork."

"Many positive changes to the way the business is managed"

"I've noticed many positive changes to the way the business is managed," says Mark. "For example, when we were using the manual appointments book, it was more difficult to track clients down if we needed to re-arrange an appointment because we had just recorded their name. With **premier style**, we can store all clients' details confidentially on the system so we have a number of ways of getting hold of them by phone, e-mail or SMS – which is a great way of reminding clients about an appointment."

"No prior knowledge of computers needed"

"What I have found when I have held interviews for new staff is that 9 out of 10 well qualified stylists will look uncomfortable when I ask them about their computer skills. However, **premier style** will easily allay their fears. I call it the 'software for the non-academic hairdresser'. You don't need to have any prior knowledge of computers as it's very easy to use. I am a perfect example. I was anything but computer literate when we took on **premier style** but within 6 months it became second nature to me and now I can't live without it. I even use it at home as I have a remote connection that Premier set up for me."



"Lots of ways to run marketing campaigns"

"There are lots of ways to run marketing campaigns using **premier style**," adds Mark. We register clients' birthdays so that we can send them a birthday gift and, if we haven't seen them for a while (the 'hole in the bucket' scenario), we can get in touch and say that we miss them. If a stylist moves on, we can contact their clients to let them know and to introduce them to a new member of the team. We sent out a Christmas card to our customers this year with redeemable vouchers as gifts, for example. All of this can be done – and the vouchers redeemed - via the software programme. There is very little manual intervention needed."



"Keeps employees on their toes"

Mark believes that the secret to the success of his salon lies in the training and motivation of this staff. "We have regular staff training meetings where we get together to thrash out ideas and talk about aspects of our service and style. My favourite **premier style** tool is the one that gives 'on the spot' information about an employee's performance in a bar chart format that is easy to explain and understand from the staff's point of view. You can see who's in the lead and who's selling the most retail products. I put this up in the staff room to instil a bit of friendly competition and keep them on their toes, and it works!"

"Excellent back-up service"

"Premier Software is the first computer company that I chose and I haven't been persuaded to change my mind in 11 years," comments Mark. "Computers do break down – it happens! But Premier have always kept me going with their excellent back-up service and they will sort out any issues remotely with no hassle."



Mark Coray is a multi-award winning stylist who has represented Great Britain at World Championship level and is the only person to have twice won British Champion Hairdresser and International Champion Hairdresser. He won the award for Celebrity Head of the Year for styling the hair of ITV weather presenter Sian Lloyd and is one of only a handful of specialist L'Oréal Degree Colourists in the UK. In 2007, he became the youngest ever Vice President of the National Hairdressers Federation, the organisation which represents 8,000 owners of hairdressing and beauty businesses in the UK.

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