



VIP Hair Ltd, Penkridge, Stafford

Vanessa and Paul Horrocks, owners of VIP Hair Ltd, started their business with a high street hair salon in Cheslyn Hay over 12 ago and, 6 years later, relocated to a bigger salon further down the road. 18 months ago they opened their second branch in Penkridge, Stafford. The Penkridge salon underwent a major refurbishment project and now boasts a soft lighting backwash area for hair treatments, a full service drinks menu and massage chairs. It has been designed to offer clients a relaxing and enjoyable experience as well as a comprehensive hair service.



Premier Software spoke to Vanessa during a break in a Monday morning training session and asked her why she chose **premier style** as a management software package for her salon.

“premier style came out on top and met all our needs”

“We looked into a few of the well known brands in

the industry. **premier style** came out on top because it was simple to use and it met all our needs. More than anything, the Premier Software head office is nearby in Cannock so it’s great to know that they are close at hand should a problem arise!” explains Vanessa.

“We wanted to manage the business competently and professionally”

“We were just about to open our new premises, the business getting bigger and our team was growing. We needed to be able to manage the business competently and we wanted to show some professionalism towards our clients. If you’ve got all your client information stored on a computer rather than somewhere in an appointments book, it’s much easier to recall the information and it looks efficient from the client’s point of view. We also wanted to improve our customer service by introducing a loyalty scheme that could be managed on the system.”

“Easier to keep track of no-shows”

“One of the most significant benefits of having software at our reception desk is keeping track of no-shows. It’s much easier now to remind people of their appointments because their contact details are linked to the booking. It’s also possible to send out e-mails or text messages via the system,” says Vanessa.

“Staff reporting feature is very useful in quarterly appraisals”

“From my point of view the business reporting tool is the most useful. We carry out staff appraisals every quarter and I can pull off a report on each member of staff detailing how many transient clients they have seen, how many clients have requested them, how many have come back and what their average bill was over that period. The figures are there in black and white so I can go through the report with the team member and recall positive areas as well as discuss areas for improvement.”



“Business snapshot feature shows figures in a user friendly way”

“My favourite feature is the business snapshot overview. You can quickly pick out the strong sellers among the retail products, for example, or compare sales data year on year or between our two salons and print out graphs that show the figures in a user friendly way. I also use PC Anywhere which means I can log into the system remotely when I am working from home,” explains Vanessa.

“Highly recommend the telephone support line”

Vanessa has a support contract with Premier Software which means that she can ring up whenever there is a problem and she will be given assistance over the phone. “I would highly recommend the telephone support line. The software is simple to use really. We had a new member of staff two weeks ago and she is already confident with it. However, there will always be the odd day when you draw a blank on how to do something or want to try something new so it’s good to know that help is at hand.”

“An all round business tool that will help with every aspect of your business”

“If you want to keep a track of your business, grow your team, look after your staff and reward your clients for their loyalty, using management software is the best way to do that. **premier style** is an all round business tool that will help every aspect of your business.”



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