

## Fact Sheet

WhatSalon is an app that allows users to find and book a salon or spa appointment in seconds.

WhatSalon offers easy to use booking software for salons or freelancers who don't have booking software, and integrates with booking software with salons who have it. WhatSalon markets salons to people looking for their services.

For everyone:

- Search for your favourite salon or stylist
- See available appointment times and book a time that suits your schedule
- WhatSalon makes booking easy and fast and eliminates the need for phone calls or messaging back and forth to make an appointment.
- Search by service, location and appointment times to find an appointment at a new salon near you that suits your schedule
- Get a feel for the salon before booking
  - Browse images of the salon
  - Read reviews of previous salon-goers
  - Browse their portfolio of work

For Salons, Spas and Beauty Professionals

- WhatSalon partners with salons, spas, and independent beauty professionals
- For salons that have booking software, WhatSalon connects seamlessly with your existing software.
  - This allows potential customers to see your available appointment times and fill them.
  - Bookings are automatically entered into your booking calendar - no need for manual data entry.
- For salons or spas that don't have booking software, WhatSalon provides an easy to use booking software - for free!
  - The booking software is customizable for your salon.
  - Set up your business in minutes, adding names of staff and pricing services according to their seniority, adding services offered and hours you are open
  - Booking calendar lets you see your bookings clearly online
  - WhatSalon markets your salon to potential customers looking for your services - customers can see your available appointment times and fill them
  - Bookings are automatically entered into your booking calendar - no need for manual data entry
- For Independent Beauty professionals, WhatSalon provides an app to manage your business on the go
  - Easy to use booking software accessible from your phone or tablet
  - Customer data and personalized notes about your customers

- Analytics that show you where your bookings are coming from empowering you to get more business
- The booking software is customizable for your business
- Booking calendar lets you see all your bookings in one place
- New bookings can be added in seconds from your phone
- WhatSalon markets your services to potential customers looking for what you offer
- Customers can see your available appointment times and fill them
- Bookings are automatically entered into your booking calendar. No need for manual data entry
- WhatSalon markets your services to people looking for your offerings
- WhatSalon empowers you to get more bookings with less work
- WhatSalon offers professional photography of your salon to put your salon in the best possible light
- WhatSalon gathers reviews from your customers, to encourage new bookings



