

FOR IMMEDIATE RELEASE

Contact: Naomi Sirmans at WhatSalon
Phone: +353 (0)85 776 2802
Email: Press@whatsalon.com

Beauty is simple with new app - WhatSalon

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Booking a salon or spa appointment has never been easier! WhatSalon is an app that gives you access to the best beauty salons in your area. Users can see and book available appointments wherever they happen to be - or with their favourite stylist - in seconds.

WhatSalon partners with salons and beauty professionals to generate more business from new and existing customers through cutting edge technology.

Salons that already have a salon software benefit from WhatSalon Connect, a product which integrates seamlessly with existing booking software - allowing users to see available appointments, and salons to receive appointments automatically into their booking calendars.

Salons that don't have software will benefit from WhatSalon Grow. WhatSalon Grow provides an easy to use booking software to salons - free of charge. This simplifies the day to day running of the business. Bookings made through the WhatSalon app are automatically input into the booking calendar.

Independent Beauty Professionals have access to a customized product called WhatSalon Go. WhatSalon Go was designed to cater to the unique needs of Independent Beauty Professionals who may be renting a chair in a salon or freelancing on the go. WhatSalon Go has everything you need to run your business, including a booking calendar, customer database, and analytics - all in a convenient mobile app.

Features for salons:

Be Discovered

Be found by the exact people looking for your services! WhatSalon Marketplace promotes your salon and portfolio to users. Potential customers can discover your salon, browse photos of your salon, photos of your work and read reviews

Acquire New Customers

Fill empty time slots and acquire new customers! Your salon, portfolio and reviews will be showcased in the app and specifically highlighted to users in your area. Users can search for an available appointment near them, and book in seconds.

Keep your Calendar Full

Fill empty time slots and last minute bookings simply by listing your salon on WhatSalon Marketplace. Users can see available appointments then book quickly and easily - filling your appointment calendar!

24/7 Access

Get bookings while you sleep, tend to other clientele, or enjoy a deserved break. The app allows 24 hour bookings - we work, so you don't have to.

Risk Free (Alternate text: All pros, no cons)

Increase your visibility. Acquire new customers. Raise the profile of your salon. Fill empty time slots. All at no expense to you. All pros. No cons

WhatSalon is launching initially in Bristol, UK and surrounding areas and will be rolling out through the rest of the UK in the coming months.

