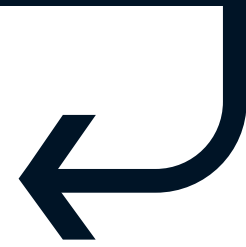


EJ Hair Clinic



Background

In 2019, Emma set up EJ Hair Clinic to offer permanent, minimal maintenance hair loss solutions with natural looking results. Emma has been using BaseKit Site to manage her website since starting her business and is now benefiting from online appointments with BaseKit Bookings.

Manual Bookings

Emma's website has always been at the centre of her business success, but until now she's been booking her customer's appointments manually through contact forms on her website, social media messaging apps, and direct phone calls.

“To make a booking, my customers can send me a request via email, my website, Instagram, Facebook or call me directly. It means I constantly have to be on-top of managing all forms of communication so I don't miss any bookings. It's hard work and takes up a lot of my time.”

Emma considered investing in a virtual assistant or taking on a new member of staff to help manage her business administration. Although her business is growing, she wasn't ready to invest in more people-power so an alternative way to reduce the hassle of manual bookings was important.

Effortless scheduling with BaseKit Bookings

Emma has had a BaseKit Site website for over 4 years. She loves the simplicity of the website editor and her website has become a crucial part of her business success. When BaseKit offered our new scheduling feature, Emma jumped at the chance to add it to her website.



At a Glance

Requirements

- Reduce admin time
- Reduce booking mistakes
- Meet customer expectations
- Appear professional

Results

- More time for customers
- One place to manage time
- An increase in initial consultations



EJ HAIR CLINIC

“A lot of people think that my pricing is negotiable, and I often end up providing a discount to save myself from having an awkward conversation and risk losing business. Now my customers view my pricing and pay upfront. It’s not only saved me time, but it means I’m getting paid upfront and in-full. I’ve actually gained customers by making it easier for them to book appointments”



As Emma has been using a Google calendar to keep track of her time, appointments and family life, she was able to quickly sync her existing calendar. During onboarding Emma was also able to add her business hours, address, logos, and PayPal payment method. The final step was to add her services. At the moment, EJ Hair Clinic offers multiple types of treatments, from a full head SMP to receding hairlines and free consultations via zoom.

“I couldn’t believe how quickly it took me to get from choosing Go Connect Scheduling to actually being able to see a working service and calendar on my website! Connecting my Google calendar meant I didn’t need to waste time adding my existing bookings and family commitments to a new calendar. Everything is now in one place and I don’t need to worry about whether appointments are clashing with picking my children up from school.”

More than a time saver

Once Emma started taking appointments online she realised that she wasn’t just benefiting by saving time. Her existing customers commented on how easy it was for them to book their appointments, and she noticed an increase in new appointments being made. Her customers’ expectations were met and she had removed the barriers to welcoming new business.

Accepting and tracking payments also become a lot easier.

