

Success Story

WORKBOOKS HELPED GOOD SALON GUIDE TO GENERATE NEW BUSINESS AND IMPROVE CUSTOMER RETENTION

Workbooks CRM is an integral part of the business.



“ADOPTING WORKBOOKS HAS BEEN ONE OF THE BEST THINGS WE’VE DONE TO HELP US MANAGE OUR DATA – AND IF YOU CAN MANAGE YOUR DATA YOU CAN MANAGE YOUR PEOPLE BETTER AND RUN YOUR BUSINESS BETTER.”

Gareth Penn - Managing Director, Good Salon Guide

INTRO

Established in 1993, the Good Salon Guide publishes ratings for hair and beauty salons throughout the UK, the Republic of Ireland, Malta and the United Arab Emirates.

There are more than 2,000 salons listed in the guide, all rated by professionally trained inspectors against the same criteria – a similar approach to that used in the AA and RAC hotel guides.



IMPROVED CUSTOMER RETENTION



GREATER BUSINESS INSIGHT THROUGH REPORTING



SALES MODEL EVOLUTION

MAXIMISE NEW BUSINESS OPPORTUNITIES

The Good Salon Guide is based on a subscription-based model that depends on the company's team of remote sales people engaging with salons. With the lifespan of the average salon business in the UK being just four years, it's important to make contact with salons as soon as possible after they open to maximise new business opportunities. And doing that requires reliable, up-to-date information.

Gareth Penn, Managing Director of the Good Salon Guide, says this is the main reason the company turned to Workbooks in 2014. He says: "With a remote sales team, the biggest challenge is identifying and sharing information across the business. At head office, we had a Microsoft Access database that held customer information but with individual sales people retaining and managing their own information we lacked central visibility and control. And if a salesperson left the company, all that essential business knowledge would be lost."

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BUSINESS INSIGHTS

Although this customer and prospect information was the initial priority, Penn says his understanding and expectations of the Workbooks system quickly grew once it was installed. He says: "Since we've had it our demands of Workbooks has fundamentally changed. Looking back, I think we were pretty naive. We hadn't had a CRM system before and had no real concept of what it could do, which meant we didn't really understand what we were missing. You don't know what you don't know."

One of the biggest unforeseen breakthrough areas for the Good Salon Guide team once they'd installed Workbooks was reporting. They have grown to rely on good reports that they can create and manage themselves, as Penn explains: "A good example is sales performance reporting. Because all our salespeople are now using Workbooks CRM to input the same sort of data in the same way, there can be no arguments about the information that's coming out and that's really helped to improve performance because no one wants to be in red at the bottom of the pile. We now have consistency of processes across the sales team and can truly get the right insights from the data, helping us make the right decisions for the business. To begin with, we had no expectations at all around reporting, but it's become an important part of how we manage our business."

MORE BREAKTHROUGHS

Another breakthrough for the Good Salon Guide came when they started to use the activities management function to stay on top of their interactions with clients.

Penn says: "When we had a conversation with a client, we used to just try to remember it or attach a Word document to the Access record. But now we use Workbooks activities management to record any contact we've had or any actions we need to carry out. It could be a request for more information, or to change direct debit details, or update a phone number. It's great having all that sort of information in one place because it means we can check each morning and see what activities are overdue, figure out why they're overdue and decide what we're going to do about it. It is helping us focus, prioritise and ensure nothing is overlooked."

The Good Salon Guide finance team also use Workbooks to track money paid to the company, making it easier than ever to record revenue coming in and align it to the right clients.

This gives the team full visibility of the 'prospect to cash' process.

"THE WORKBOOKS SUBSCRIPTION IS CONSIDERABLY CHEAPER THAN SALESFORCE – THIS IS A STRATEGIC, LONG TERM PRODUCT FOR US AND THAT COST DIFFERENTIAL WAS REALLY IMPORTANT."

Gareth Penn - Managing Director, Good Salon Guide

QUICK AND EASY SETUP

Penn describes the implementation of the Workbooks CRM system as 'very quick and easy'. He says: "We did it all ourselves and it certainly exceeded our expectations about how easy it would be. We stopped using our old Access database on the same day we started using Workbooks and we never had to use Access again."

Penn believes the implementation was such a success because Workbooks encouraged him and his team to think carefully about what information needed to come across from their old database – and what didn't. He says: "As well as this detailed planning, the key to successful implementation was Workbooks themselves: their consultant, their advice and the training they gave us. We valued their experience and advice as it helped us get up and running quickly and efficiently."

Since implementation in 2014, Workbooks has become central to the success of the Good Salon Guide. Penn says: "It's such an integral part of the business now that it's actually quite hard to think back to the dark days before it was in our lives and remember where we've come from. We rely on it so much and it's helped things evolve so seamlessly that you don't necessarily realise when you're doing new things that you couldn't do before."

“What I love most about Workbooks is that if I want to make a change I just do it. I don’t have to write a spec, get a quote, then wait for someone to do the work. I can just get on and do it and for me that’s been brilliant.”

Penn concludes: “Adopting Workbooks has been one of the best things we’ve done to help us manage our data – and if you can manage your data you can manage your people better and run your business better. We’re very happy with what Workbooks has done for us in supporting our growth and delivering functionalities that are helping us drive business success.”

“WORKBOOKS WILL ENABLE THE GOOD SALON GUIDE TO BE FAR MORE THOROUGH IN BOTH SALES AND MARKETING AND I GENUINELY BELIEVE THIS WILL LEAD TO BOTH A GROWTH IN NEW BUSINESS AND IMPROVEMENT IN CUSTOMER RETENTION.”

Gareth Penn - Managing Director, Good Salon Guide

About

INDUSTRY

Trade Association & Professional Body

NUMBER OF EMPLOYEES

11-50

IMPLEMENTATION DATE

March 2014

TECHNOLOGY

- Workbooks CRM
- Outlook Connector

Contact Workbooks

EMAIL

success@workbooks.com

PHONE

+44 (0) 118 303 0100

LINKEDIN

[linkedin.com/company/workbooks-com](https://www.linkedin.com/company/workbooks-com)

TWITTER

twitter.com/workbooks

WEBSITE

[workbooks.com](https://www.workbooks.com)