



Get Your Guests in More Often

with Phorest Salon Software

Phorest Salon Software gives you access to the industry's most powerful tools to increase your rebooking rate.



1. Your Own Online Store

According to Phorest research with Salon Customers...

54% of customers who don't currently buy retail from their salon, want to!

Open 24/7

A new revenue stream that's open even when you're not

Seamless Management

Integrates with your salon inventory, client database and Marketing Suite

Leverage Your Expertise

Your clients trust your recommendations. Be a one-stop shop for all your clients hair and beauty needs

Right Product, Right Time

Filter clients based on purchase history for smarter marketing



2. Staff Goals on the PhorestGo App

Personal targets that will have an impact! Empower your staff with a specific retail sales goal and an interactive way to track their progress.

Phorest Salons who set retail Staff Goals, sell twice as much retail as those who don't.

Get Results

Gamified features and notifications keep your team motivated

Celebrate Achievements

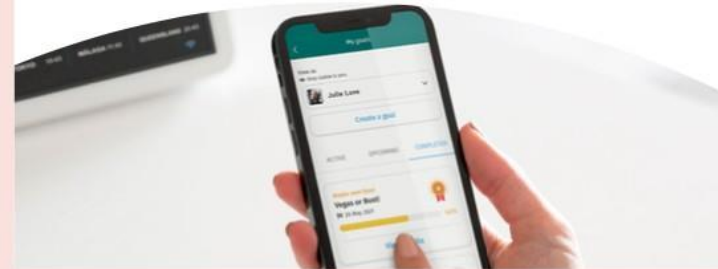
Option to assign custom rewards to goals

Syncs with Your Data

Watch the progress bar inch closer with every new sale

Dial-Up Your Leadership

Manager view to set and track goals across your team



3. Your Salon's Own Branded App

Make your clients feel part of your salon's community with a Salon Branded App.

A direct line to your salon in their pocket, instilling client loyalty and ensuring it's always convenient for them to rebook.

Stress-Free Set-Up

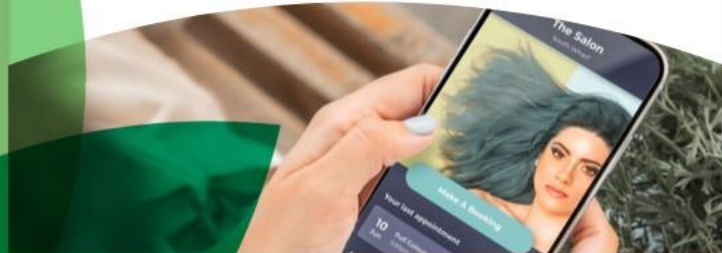
Phorest will build the app so you don't need to hire a web developer

Your Look

Customize with your salon's colors, branding, photos and staff profiles

Reduced Admin

Clients can check and edit their appointments directly from their app



In Your Salon, We're at the Heart of It

Phorest is proud to be more than just software. Our education, growth-mentorship and unrivaled support means the Phorest family is with you every step of the way,

And now you can...

Redeem your L'Oréal Level Loyalty points on Phorest Salon Software





Boost Your Salon's Retail and Product Sales

with Phorest Salon Software

Phorest Salon Software gives you access to the industry's most powerful tools to build up your retail business with your own **Online Store, Staff Goals and Cardless Checkout**



1. Your Own Online Store

According to Phorest research with Salon Customers...

54% of customers who don't currently buy retail from their salon, want to!

Open 24/7

A new revenue stream that's open even when you're not

Seamless Management

Integrates with your salon inventory, client database and Marketing Suite

Leverage Your Expertise

Your clients trust your recommendations. Be a one-stop shop for all your clients hair and beauty needs

Right Product, Right Time

Filter clients based on purchase history for smarter marketing



2. Staff Goals on the PhorestGo App

Personal targets that will have an impact! Empower your staff with a specific retail sales goal and an interactive way to track their progress.

Phorest Salons who set retail Staff Goals, sell twice as much retail as those who don't.

Get Results

Gamified features and notifications keep your team motivated

Celebrate Achievements

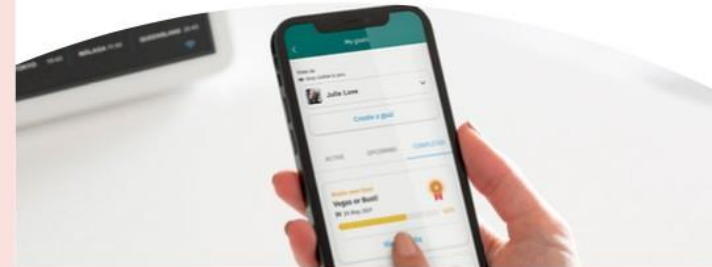
Option to assign custom rewards to goals

Syncs with Your Data

Watch the progress bar inch closer with every new sale

Dial-Up Your Leadership

Manager view to set and track goals across your team



3. Cardless Checkout

A seamless conclusion to every appointment. Clients can pay using a stored card—no need to line up at reception or get out their wallet.

Hassle-free payments give staff back valuable time with the client.

Empower the Add-Ons

Instantly add additional services and products to the bill from the chair or treatment room

Enable the Upsell

More opportunity to discuss aftercare and retail products



In Your Salon, We're at the Heart of It

Phorest is proud to be more than just software. Our education, growth-mentorship and unrivaled support means the Phorest family is with you every step of the way,

And now you can...

Redeem your L'Oréal Level Loyalty points on Phorest Salon Software





Gain New Salon Guests

with Phorest Salon Software

Phorest Salon Software gives you access to the industry's most powerful tools to stand out from the crowd, increase your reach and keep your booking numbers high.

Build a bigger clientele base with our **Online Reputation Manager** and by offering guests the option to **book online through your website, Facebook and Instagram.**



1. Phorest's Online Reputation Manager

Make sure your salon stands out online with 5-star reviews.

95% of Google & Facebook reviews received by Phorest salons using Online Reputation Manager are 5-star ratings.

Improve your ranking in local search results

Going from a 3-stars to 5-stars gets a business 25% more clicks from Google Local Pack

One Clear Dashboard

Respond to all your reviews across Google and Facebook from inside Phorest

Automated Settings

Automatically prompt 4 and 5 star reviewers to post their review to Google or Facebook.



2. Online Booking

Be ready for them whenever they want to book

21% of online bookings taken by Phorest salons in the US are made by first-time clients.

Don't Be Shy

Perfect for newbies who might be intimidated by calling your salon directly

24/7 Bookings

Our research shows that 30% of bookings happen when salons are closed

The Floating Booking Widget

Means that when new clients come to check out your website, they can always see the booking button no matter what page they're on

No Empty Chair

No-show rates are 49% lower for bookings made online compared to offline



3. Instagram “Book Now”

Boost your brand awareness, mingle with potential clients and secure that booking!

200 million Instagram users visit at least one business profile daily.* Turn your followers into bookings with Instagram Book Now.

Be Where Your Clients Are

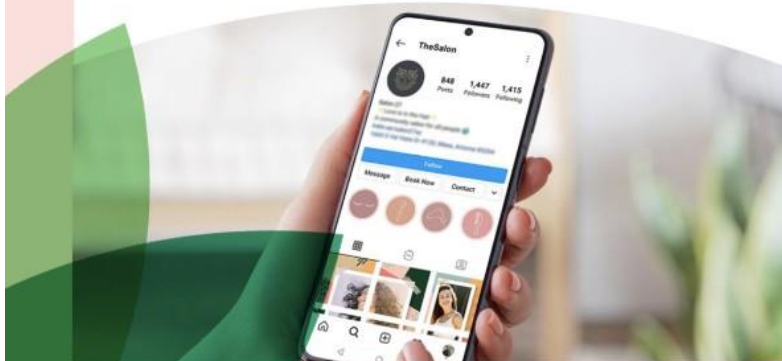
Checking Instagram is a part of their routine. Keep your booking with your salon top of mind

Connect With Your Dream Clients

Instagram is perfect for meeting new clients. Catch them when you have their interest

Seamless Booking

Users can book without needing to leave the app



In Your Salon, We're at the Heart of It

Phorest is proud to be more than just software. Our education, growth-mentorship and unrivaled support means the Phorest family is with you every step of the way,

And now you can...

Redeem your L'Oréal Level Loyalty points on Phorest Salon Software





Grow Salon Guest's Average Spend

with Phorest Salon Software

Phorest gives you access to the industry's most powerful tools to increase your Salon Guest's average spend.



1. The Phorest Marketing Suite

Send Professional Email and SMS Campaigns that get results...

The average Phorest client in the US enjoys \$42k additional revenue per quarter from SMS & email marketing campaigns alone.

Highly Targeted

Create campaigns based on previous service or previous retail purchased to encourage spend

Measurable Results

Track revenue generated, ROI and open rates versus industry benchmarks

Pre-Made Templates

Regularly updated for your business



2. Staff Goals on PhorestGo

Engage the whole team with service and retail targets

Put the power of performance in their hands and motivate with real-time metrics and gamified features.

Set Revenue Boosting Goals

Live KPIs include service and product revenue, client visits and rebooking

Stay In Control

Managed at owner level, with manager view of all staff



3. New Online Revenue Streams

Meet a greater range of client needs with...
an Online Store, Online Gift Cards

**A direct line to your salon in their pocket,
instilling client loyalty and ensuring it's always
convenient for them to rebook.**

Your Online Store

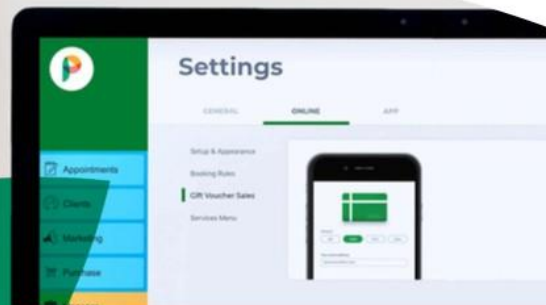
integrates with your
inventory, client database
and marketing suite, for
seamless operations and
sell through opportunities

**Salons that set up
Phorest's Online Store see,
on average, a 50%
increase in revenue**

Online Gift Cards

Offer promotions to
capitalize on seasonal
gifting occasions

**22% of gift cards sold
through Phorest are
redeemed by new clients**



In Your Salon, We're at the Heart of It

Phorest is proud to be
more than just software.
Our education, growth-mentorship
and unrivaled support
means the Phorest family
is with you every step of the way,

And now you can...

Redeem your L'Oréal Level Loyalty points
on Phorest Salon Software

