

BLIND BARBER

Case Study

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How Blind Barber Used MyTime to Increase Appointments and Open More Locations

As the Head of Operations at Blind Barber, a unique chain of urban barbershops, Nic is responsible for scheduling and software, as well as scaling the business.

When Blind Barber first opened its doors in Brooklyn, New York as a combination of a speakeasy and a barbershop, it was a smash hit. Nic and his team wanted to open up in different cities, build

out the concept, and continue to offer exemplary service. But as the business expanded, some of the team's "rough around the edges" processes made it hard to scale.

Nic knew he had to get organized, improve the scheduling software, and streamline their offerings. To do so, Nic and the Blind Barber team turned to MyTime.

30%

Increase in customer
visit frequency

2

Weeks to implement
MyTime across 5 locations

CHALLENGE

Nic and his team wanted to open new Blind Barber locations.

"We wanted to reproduce our success in new locations. We asked ourselves, 'What tools can we implement that will make our team happy and supported and make our business profitable?'"

When it came to appointments and scheduling, Nic and his team had a software solution, but were concerned about its ability to scale. The existing software was buggy and inefficient. For example:

- There was no built-in support, so if the team had an issue, it was hard to find a fix.
- The software took too long to update, wasting time for the Blind Barber team.
- Occasionally, an appointment wouldn't populate, so a customer might believe they had an appointment, but the Blind Barber team did not have them in the schedule.

Even though the team was comfortable with the existing software, Nic recognized that to scale up, they needed a reliable system that was easier to use.

"If a customer misses an appointment because of a bug in our scheduling software, that reflects on us. I realized that we needed a new solution provided a better experience."

Nic and his team began searching for scheduling software solutions. After an exhaustive search, Nic found MyTime.



“The training process was exciting because our staff knew this was going to make their lives easier.”

SOLUTION

MyTime was easy to use, kept everything in one dashboard, and would be quick to implement. It also had robust features that would help support Blind Barber as business grew.

“We did a lot of research because we had so many headaches with our previous software. We knew we needed something that was the right solution, something that was going to work.”

EASY TO USE

Nic wanted a solution that would be easy to use for both staff and customers. With MyTime, it was a breeze to book appointments, check clients in, and get them out of the door and back to their lives.

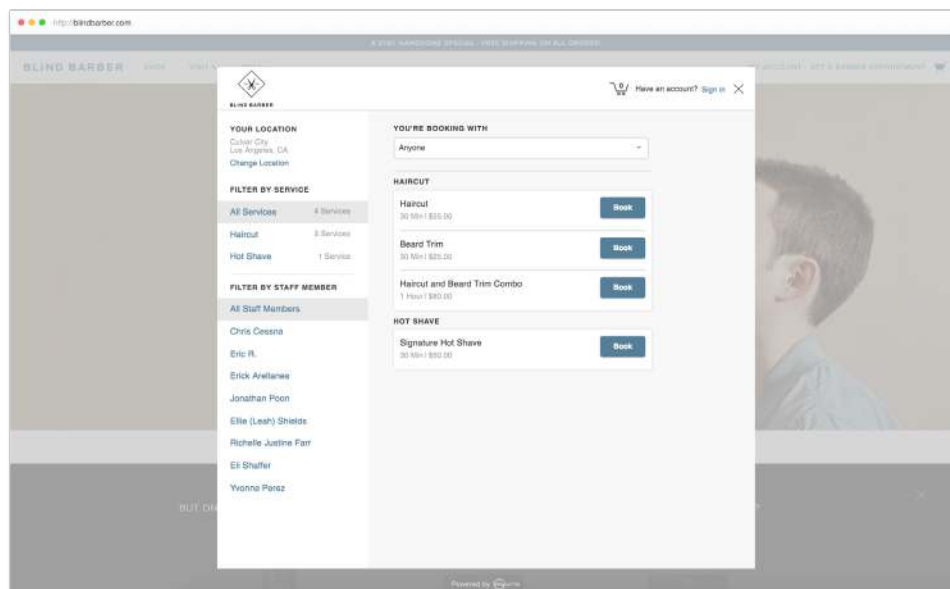
ROBUST FEATURES

Nic wanted a solution that would grow alongside Blind Barber. MyTime offered many features that were easy to use from a single dashboard.

“MyTime provided a robust arsenal of features. We could pick and choose what we needed to implement to make our business stronger.”

FAST IMPLEMENTATION

Often a switch to a new system can be a painful one- it can be time consuming. But Blind Barber was able to implement MyTime quickly and painlessly. In addition, Nic noted that the training and implementation was exciting for everyone involved.



RESULTS

Nic has seen a reduction in time between bookings, can now offer customers the opportunity to book via more channels, and is able to leverage the analytics and reporting to improve business.

SHORTER TIME BETWEEN BOOKINGS

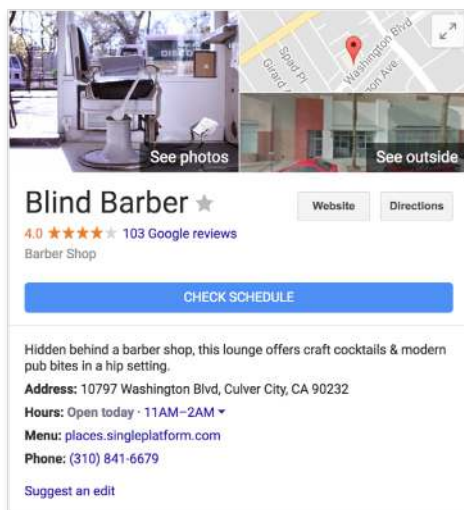
Nic has seen shorter time between bookings, which means more repeat customers and an opportunity to increase revenue. Blind Barber can send notifications to customers after a month, reminding them to come back in.

"If customers are reminded to book an appointment, then they immediately book one. That means that they're getting a haircut on a shorter frequency, which is fantastic for us. We used to see people come in every 60 days, but now they come in every 30 days."

BOOKING APPOINTMENTS VIA GOOGLE AND FACEBOOK

Customers can now book appointments directly from a Google search or via Blind Barber's Facebook profile.

"Any time we can make things easier for our customers, it's a huge win. These booking features make it easy for customers to find us and book appointments," he said.



EASY TO UNDERSTAND ANALYTICS AND REPORTING

Thanks to MyTime's reporting, Nic can see trends and, moreover, predict trends. For example, Nic will be able to see that a certain day of the week is slower than others, and offer discounts to get people in the door.

MyTime is Blind Barber's partner in growth

Nic was confident in Blind Barber's model, and needed a scheduling solution that could keep up. By switching to MyTime, Nic was able to give his staff an easy to use solution that would make customers happy and gain features that would keep customers coming back.