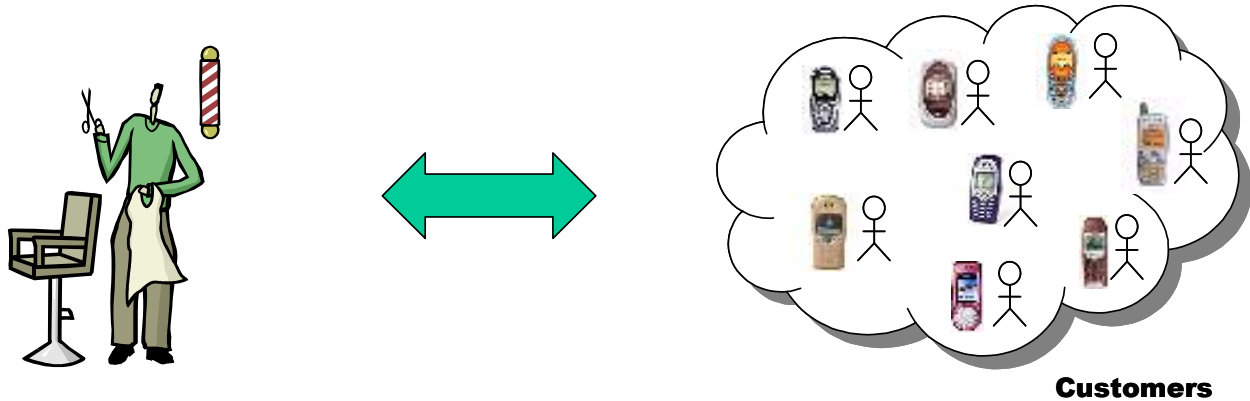


Concept type
Corporate SMS

Business Sector
Haircutters

Date
May 2003

Hairdresser' community



These services assume that the haircutter got an electronic customer register.

Reminder about appointment

A lot of customers forget about their appointments during a year. If the customers could get a reminder a day before (or maybe a couple of hours before), less would have missed the appointment. And money and time would be saved.

Send a request

The hairdresser might offer a reminder service to his customers. Each customer can have independent frequencies for instance 6 weeks, between each haircut. 5 weeks after the last appointment, the hairdresser sends a request to the customer and asks if it's time for a new haircut soon.

A sophisticated version of this concept could give the customer an opportunity to reply to the message, and the haircutter to send a suggestion of new time. The customer can accept it or reject it. Or vice versa, the customer could suggest a new time.

“Last minute”

The hairdresser looks at the appointment book and sees some cancellations the next two days. He sends a “last minute” message to his customer community and offers 20% discount for the customers who want to take a haircut on one of the open appointments.