

BOOKER BUYER'S GUIDE

booker.

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**Here, at Booker,
we understand the
multitude of challenges
that businesses, like yours,
face on a daily basis.**

From dealing with the day-to-day management, to looking for new ways to grow your business, owning a small businesses is no easy feat. Booker is more than a piece of technology and with our Buyer's Guide, we're here to learn more about your business goals and find solutions to overcome any challenges you may be facing.

In this guide, we'll help you learn more about Booker based on your interests, goals, and needs.

You probably have a ton of questions and this guide will certainly help you answer them; however, it may not be able to answer ALL of your questions. In fact, it wasn't really designed to. Instead, it's meant to give you a brief overview of everything we do. We'd love to hear more about your business needs and if you're looking for an even deeper dive into our platform sign up for our [free product demo](#).

TABLE OF CONTENTS

Goal 1: [I want to attract more customers](#)

Goal 2: [I want to make life easier for my staff and customers](#)

Goal 3: [I want to save time on office tasks](#)

Goal 4: [I want to drive more sales](#)

Goal 5: [I want to keep customers coming back to my business](#)

Goal 6: [I want to build better relationships with my customers](#)

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GOAL 1: ATTRACTING NEW CUSTOMERS

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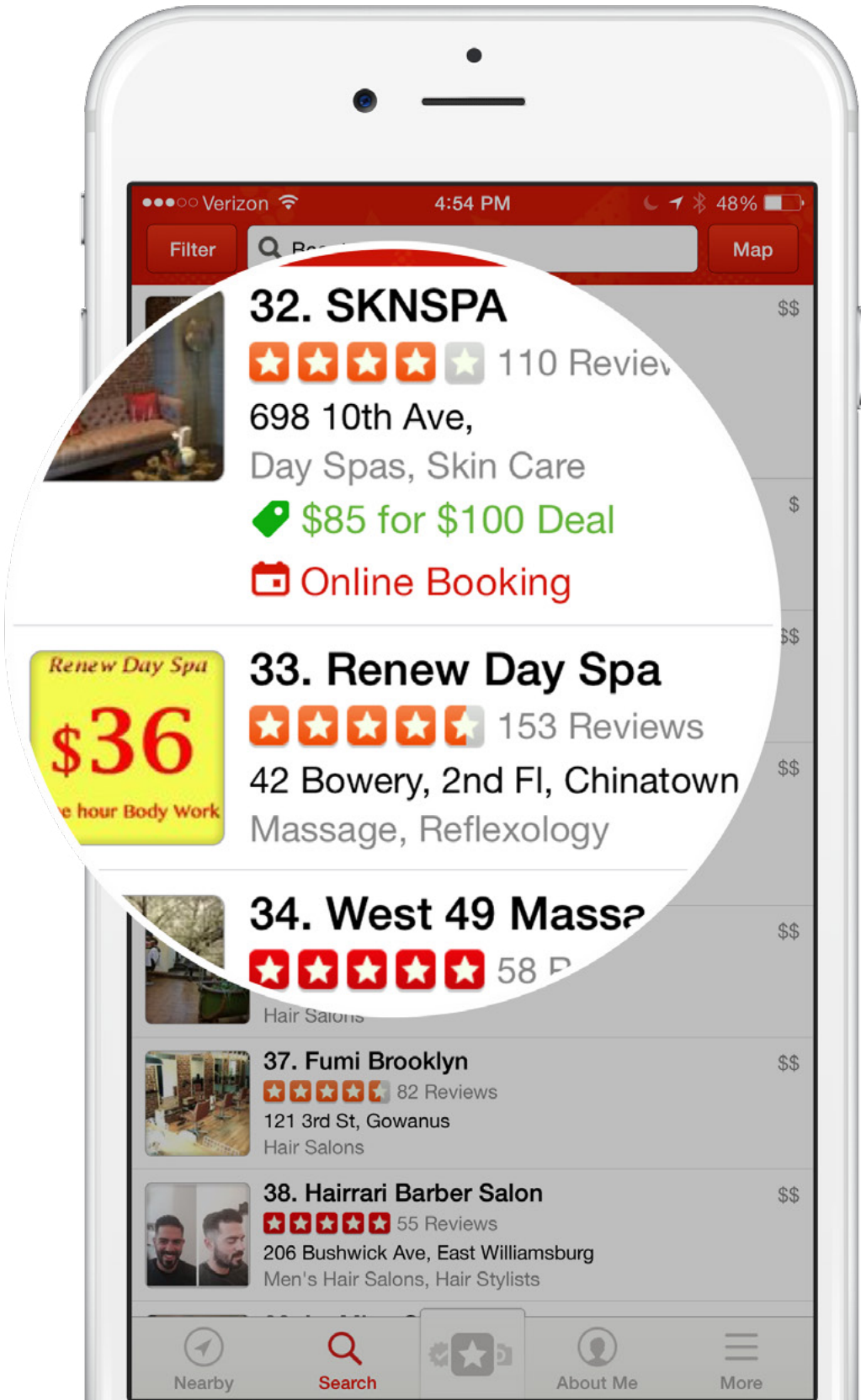


THE CHALLENGE

Every local business owner will agree that attracting new customers is really important - but also that it can be rather tricky. To be successful, there's a few things you always need to keep in the forefront of your mind. First, you have to establish where your customers are spending their time; then you have to determine how to speak to them in order to draw them in for a first visit.

THE SOLUTION

Booker helps you acquire new customers by distributing your open appointment times on popular partner sites such as Google My Business, Yelp, MapQuest, and Spajour within the [Booker Marketing Network](#). Not only does this help get your business' name in front of potential new customers, but Booker gets you another step closer toward making you bookable everywhere across the web. So, if a new customer stumbles upon your business while searching for a new salon in the area on Yelp, they can book directly from your Yelp page. This helps make it easier on the customer.



Booker's Marketing Network works
to cut down the number of steps it
takes a potential new customer to
make an appointment at your
business. Easier is always better
when it comes to getting new people
through the door.

GOAL 2:

MAKING LIFE EASIER FOR STAFF & CUSTOMERS

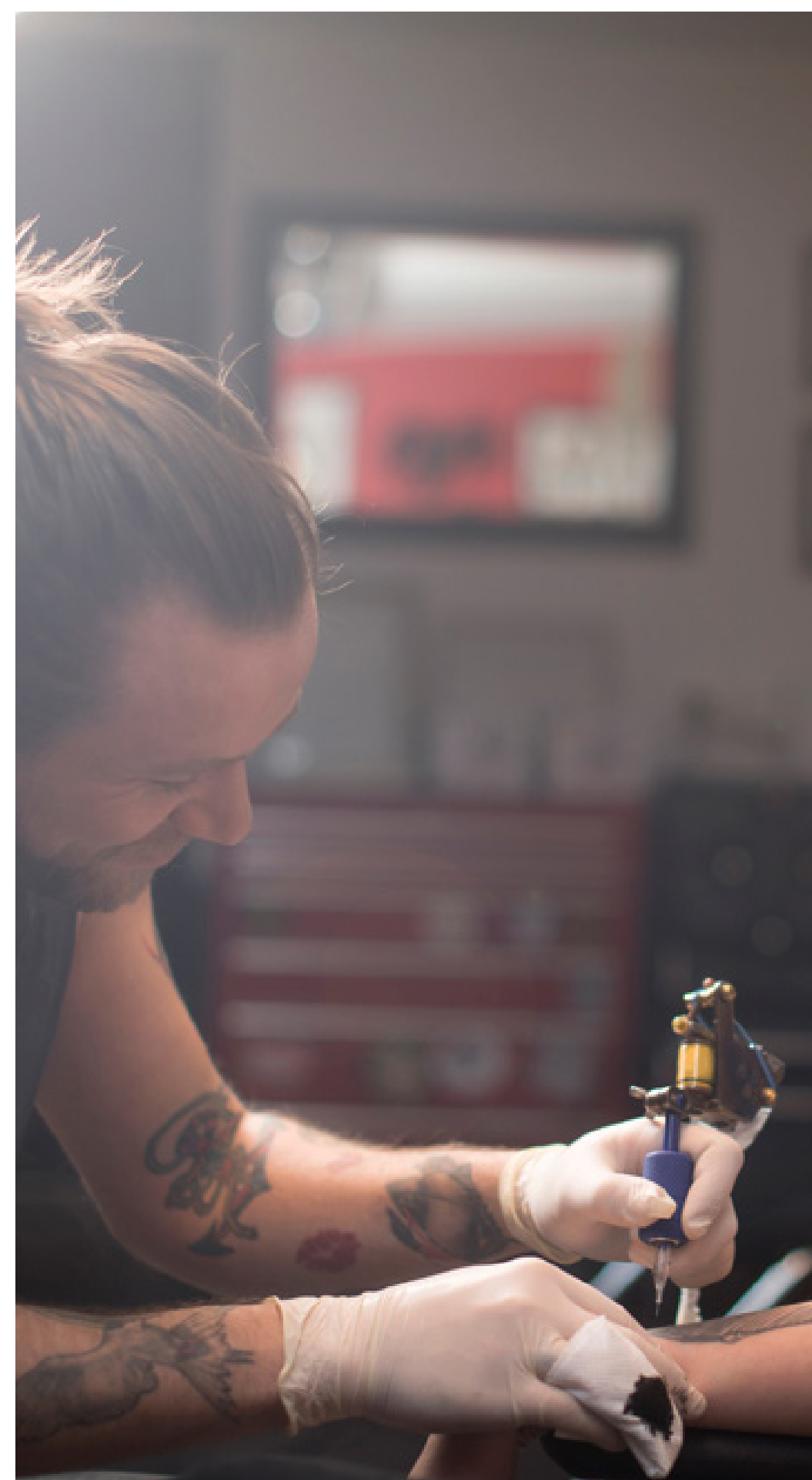
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THE CHALLENGE

Whether you have a team of 3 staff members or 20, bottom line - your employees have a lot on their plates. If you manage your appointment book on paper, this puts a lot of pressure on your staff to take calls, transcribe appointments, and follow up by phone when necessary --all in addition to appeasing in-store customer needs. That can be a lot for employees to juggle. And you never want your quality of service in-store to diminish because employees have to constantly be managing the front-desk, administrative tasks.

Managing your business with pen and paper not only places the responsibility of keeping your calendar updated, by hand, on employees, but it also forces them to maintain all customer records. Creating new records from scratch, then adding appointment history, preferences, and any other important personal information ends up eating even more of your employees' time.

These sort of tasks don't just adversely affect your staff - they start to affect your customers, too. In today's fierce competition for business, a missed appointment request call, schedule mix-up, or overlooked preference can be enough to drive a customer to taking their business elsewhere. Additionally, all these added administrative tasks weigh heavily on your employees and can be a lot for them to juggle. You never want to run the risk of the quality of your in-store services because your staff is constantly running to manage front desk, administrative duties. You want them to focus on what's most important - your customers.

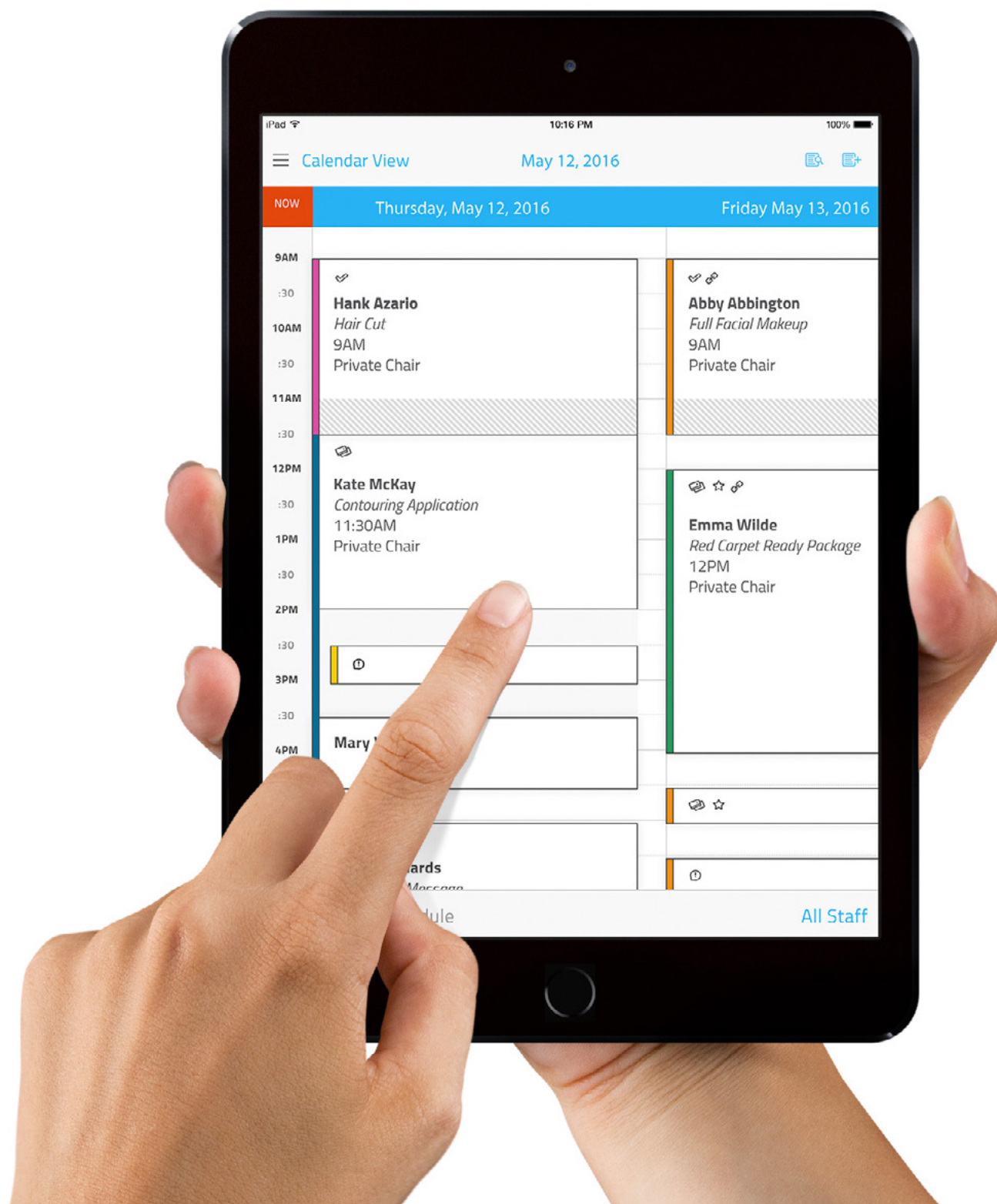


THE SOLUTION

Booker is designed to eliminate both staff and customer headaches. With Booker's [online booking features](#), your customers can sign up for an appointment from their desktop, tablet, or smartphone -- whenever and wherever is most convenient for them. This helps to lighten the workload on your staff and prevents any schedule mishaps, such as overbookings or dropped bookings.

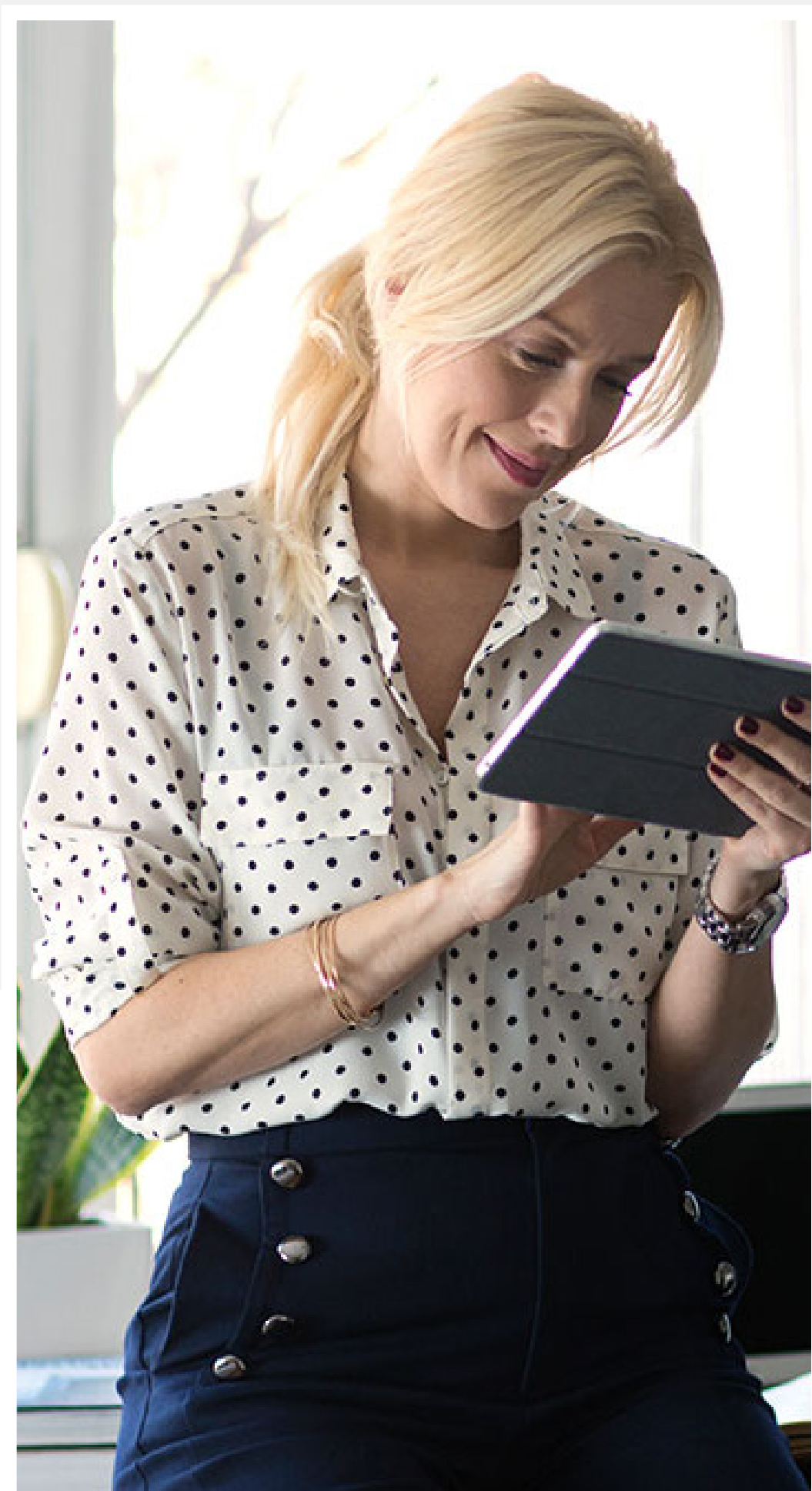
Hosting your appointments schedule in the cloud comes with the added benefit of complete accessibility. Cloud-based technology grants your employees the ability to check their schedules from any internet-connected device, and see which customers they're working with, so they can prepare ahead of time. Cloud-based technology especially comes in handy during those days in which there are unavoidable circumstances, especially natural disasters. With the weather being as unpredictable as it is, you'll be able to view your calendar from home and notify customers with an appointment that day that you're closed. You'll save yourself the chance of a disappointed customer showing up at your business, only to find you closed.

Lastly, customer records are a million times easier to manage when they're all housed in one organized location. Booker works to file customer records away with all your booking, transaction, and membership/loyalty data. Any time a customer makes a booking, makes a purchase, redeems a coupon, purchases a membership, or joins your loyalty program, the Booker system automatically updates your customer records for you. This helps to give you more organized, up-to-date customer records with the cost of zero time spent on your end.



GOAL 3: SAVING TIME ON ADMINISTRATIVE TASKS

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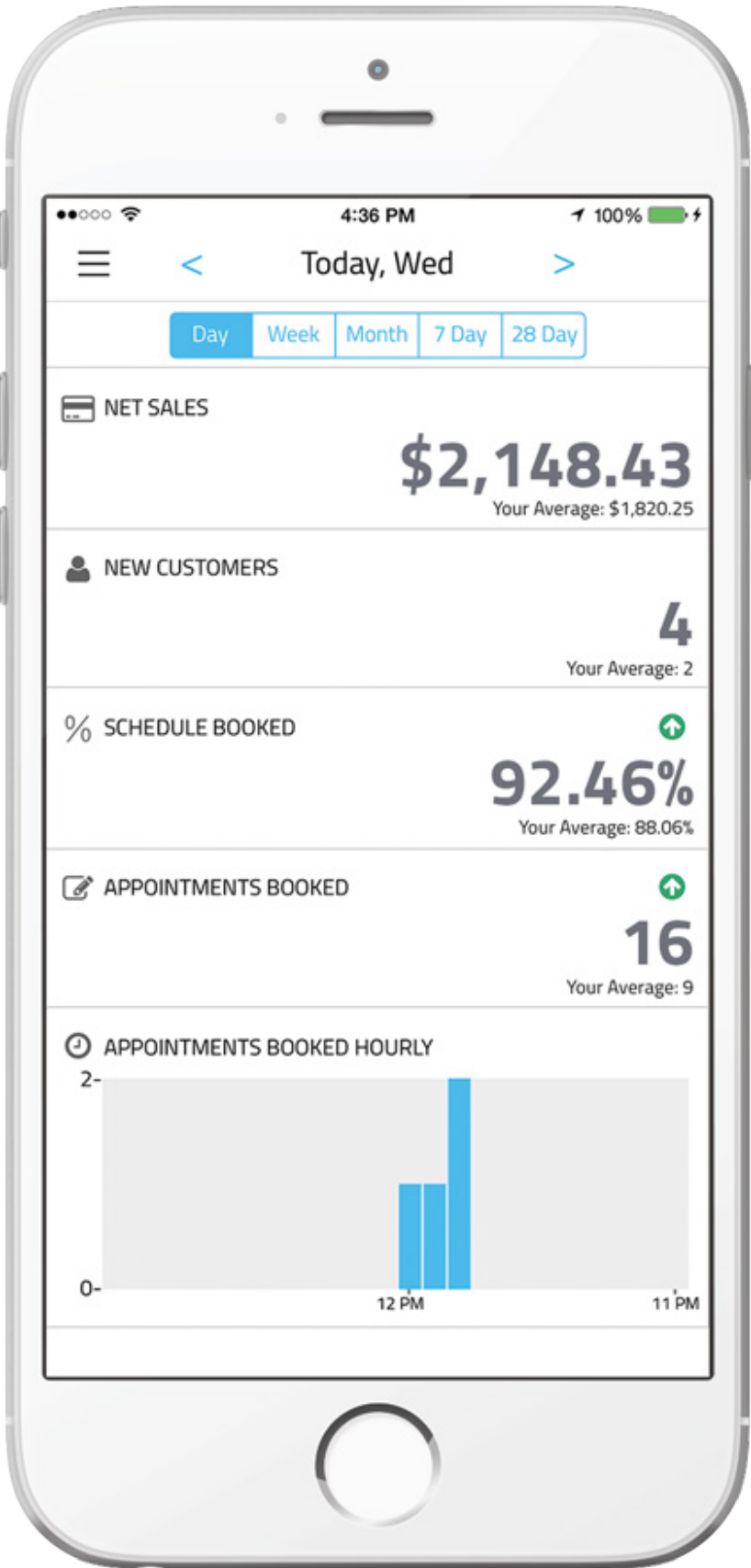
THE CHALLENGE

As the business owner, you’re probably even more strapped for time than your staff members. There are a lot of administrative tasks that fall on your plate - overseeing employee schedules, sales goals, inventory, promotional strategies, membership programs, and reporting -- that no one but you can really manage. Unfortunately, managing all these different tasks in varying systems can sometimes end up actually causing more work for you. You have to learn a completely new system, figure out the best ways to use each, pull any/all data from multiple points. This all takes you away from your main priority - your customers.

THE SOLUTION

Wouldn’t it be great if you could rely on just one system to manage all your responsibilities? We’ve got you covered. With Booker, you can manage everything in one place, saving you time and drastically reducing the amount of time manual syncing between systems takes. Additionally, you can access any aspect of your business’ data from any internet-enabled device - so long nights stuck at the “office” can be a thing of the past.

Booker also allows you to seamlessly run reports on key areas of your business in order to gauge your performance and business health at any time. Since Booker tracks all of your most important information - bookings, sales, inventory, promotion efforts, membership programs, loyalty points, etc. - there’s no need to log into six different systems to get the information you need.



GOAL 4: DRIVING MORE SALES

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THE CHALLENGE

Service-based businesses struggle with these primary sales issues:

1.

Upselling your customers on products, memberships and packages: Your customers come to your business to receive a service and are more than willing to pay for that service. However, it's not as easy to overcome the hurdles involved with selling them retail items, larger service packages, or memberships. With big brand retailers competing to sell items like yours, the obstacles seem even more daunting.
2.

Understanding your customers' purchasing trends: Many local service businesses lack the tools to go back and review transaction histories of their customers. With the information, local businesses can mine through the data to help both figure out which offerings are negatively affecting sales and to predict the purchasing habits and behaviors of their customers and drive greater sales.



THE SOLUTION

1.

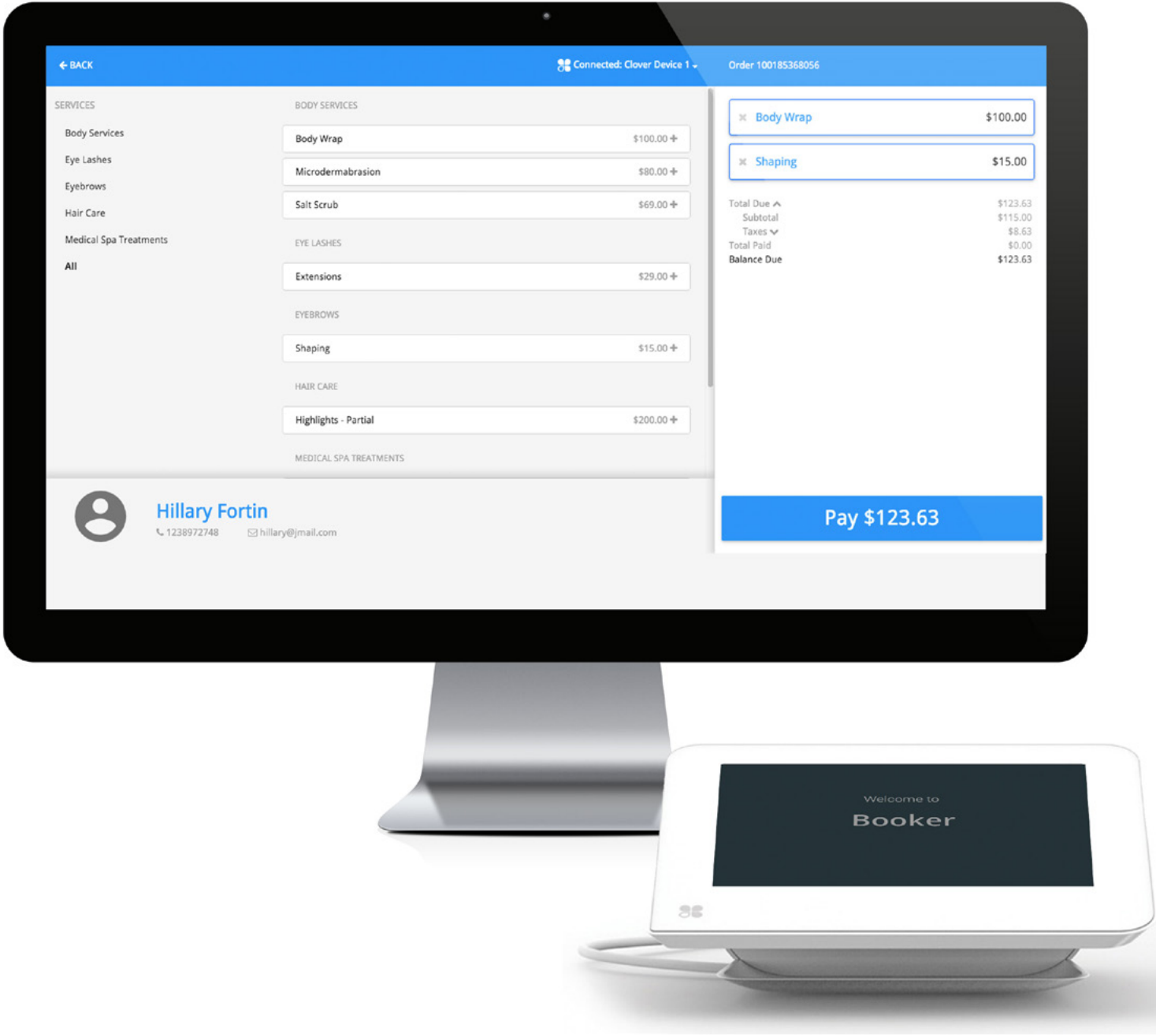
While the core of your business might not be selling retail, you've got factor of convenience on your side. With our [integrated credit card processing](#), customers will be able to purchase services, accompanying retail items, packages, memberships, and gift cards both in store, online, and through your mobile device.

Our eCommerce and online payment options open up opportunities for your business to close sales outside of your normal business hours.

2.

With Booker, your [POS software](#) integrates with the rest of your business data, which means that you can capture full purchasing information for each customer. Each of your customers will have their own transaction history, right at your fingertips, and you'll gain instant sales insights.

Booker's POS software seamlessly connects with your customer profiles to process payments and is able to store preferred payment types on file.



GOAL 5:

BOOSTING REPEAT BUSINESS

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THE CHALLENGE

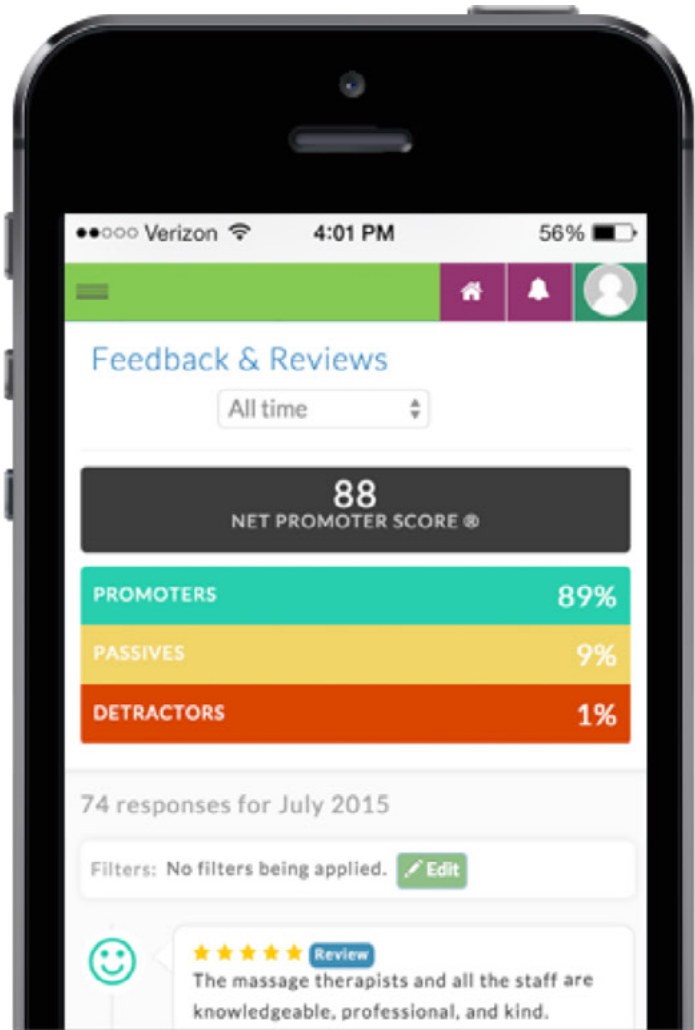
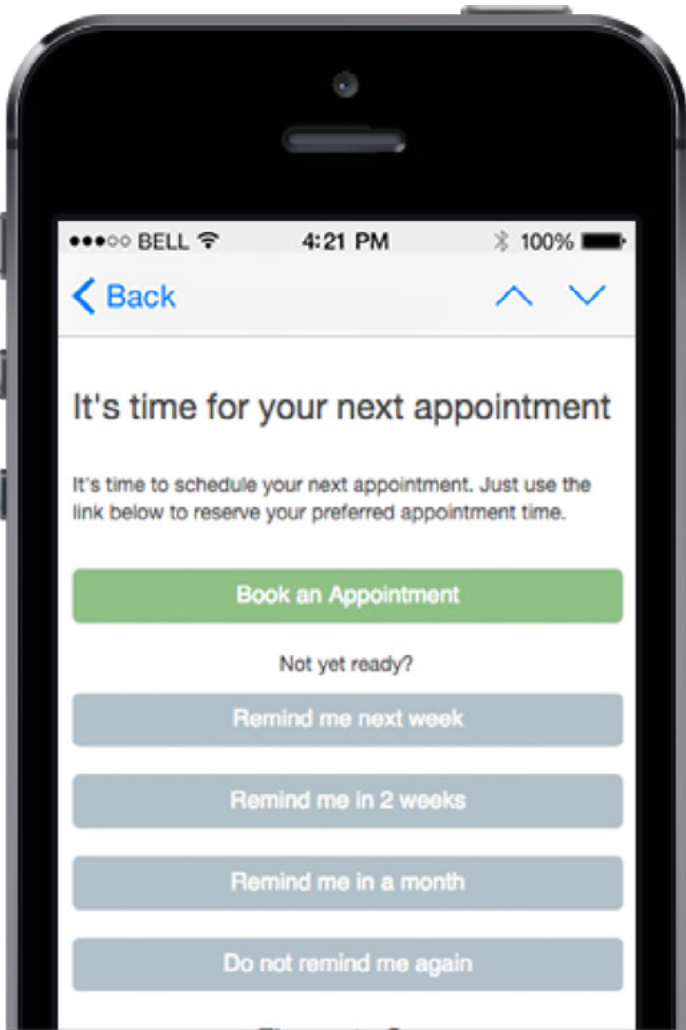
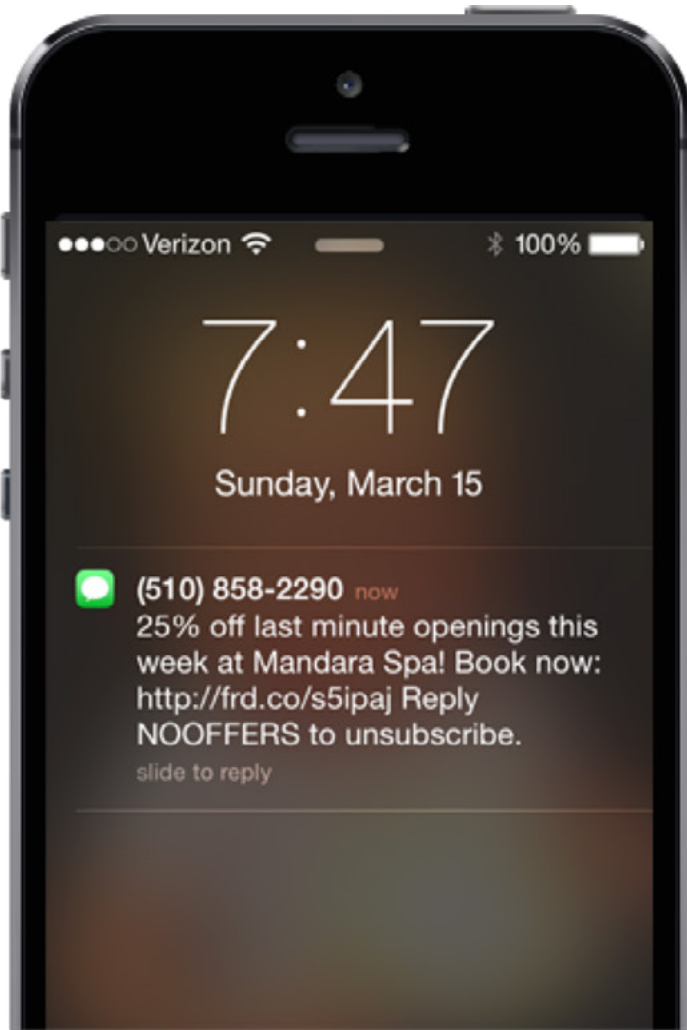
First-time customers are notoriously hard to bring back for a second visit at your business. On average, **60%** of your new customers will never set foot back into your business again. This is a major bummer for a few reasons:

- 1. It costs **6-7 times** more to acquire a new customer than to retain to an existing customer.
With an existing customer, you're saving on time, wasted efforts, and marketing dollars.
- 2. Your existing customers are spending up to **67%** more than your new customers.
- 3. An endless stream of one-time customers can stunt the growth of your business by up to **50%**.

THE SOLUTION

We understand, it's hard enough running your business without having to worry about hiring a full-time marketer or allotting a separate marketing budget. That's why Booker has teamed up with [Frederick](#) to bring you a solution to keep your existing customers coming back to your business, all without breaking the bank.

Frederick's automated marketing software gives you a comprehensive solution to keep a steady stream of repeat business coming through your door through the use of targeted email and text marketing campaigns.



GOAL 6:

BUILDING BETTER CUSTOMER RELATIONSHIPS

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THE CHALLENGE

Your customers are the life of your business, especially those that have been with you for a long time. However, the larger your customer base, the more difficult it becomes to keep track of individual details, preferences, and even order histories. Still, it's the personalized service and attention to detail that customers so badly crave. Gone are the days of one-size-fits-all marketing.

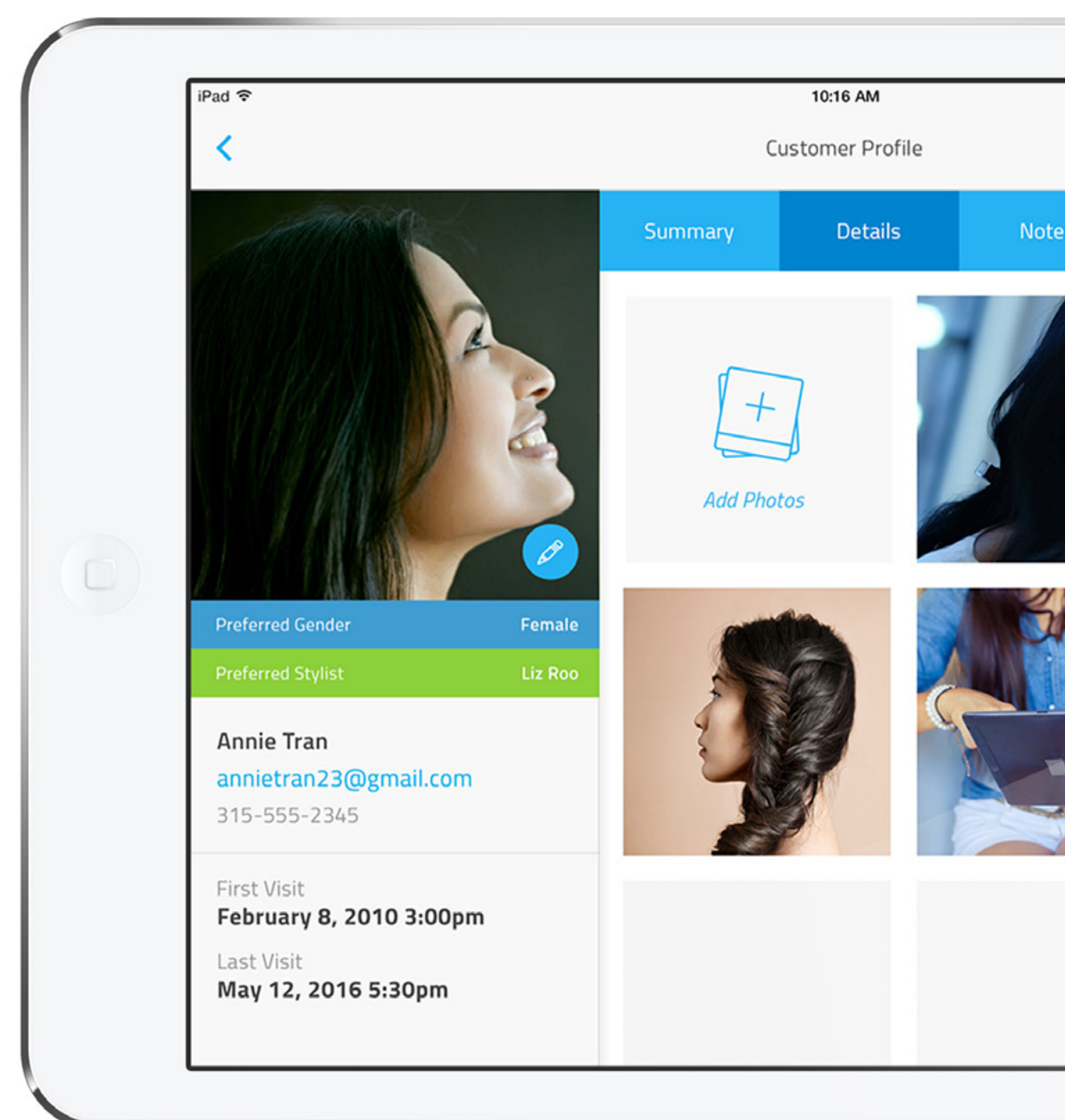
For a local business without thousands of dollars to spend on customer relationship management (CRM) software, these expectations can seem impossible to meet. Until now.



THE SOLUTION

We've already touched upon this but our customer records are pretty awesome! You can store contact information, billing information, recent visits, transaction histories, preferences, alerts, membership activity, and any additional notes for individual customers.

As with any customer relationship management system, this information can be used to boost your customer retention through the use of customized service interactions including email marketing, social media, and special offers and promotions. The more you know your customers, the deeper you'll be able to grow your relationships, the more likely they are to continue to choose you over your competitors.



SEE BOOKER IN ACTION

Now that you've had a chance to get a little familiar with us, we'd love to show you Booker in action. Check out booker.com/demo and let's start running and growing your business better - together!

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