



Using AI To Simplify the Running of Your Salon: *The Guidebook*



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Introduction



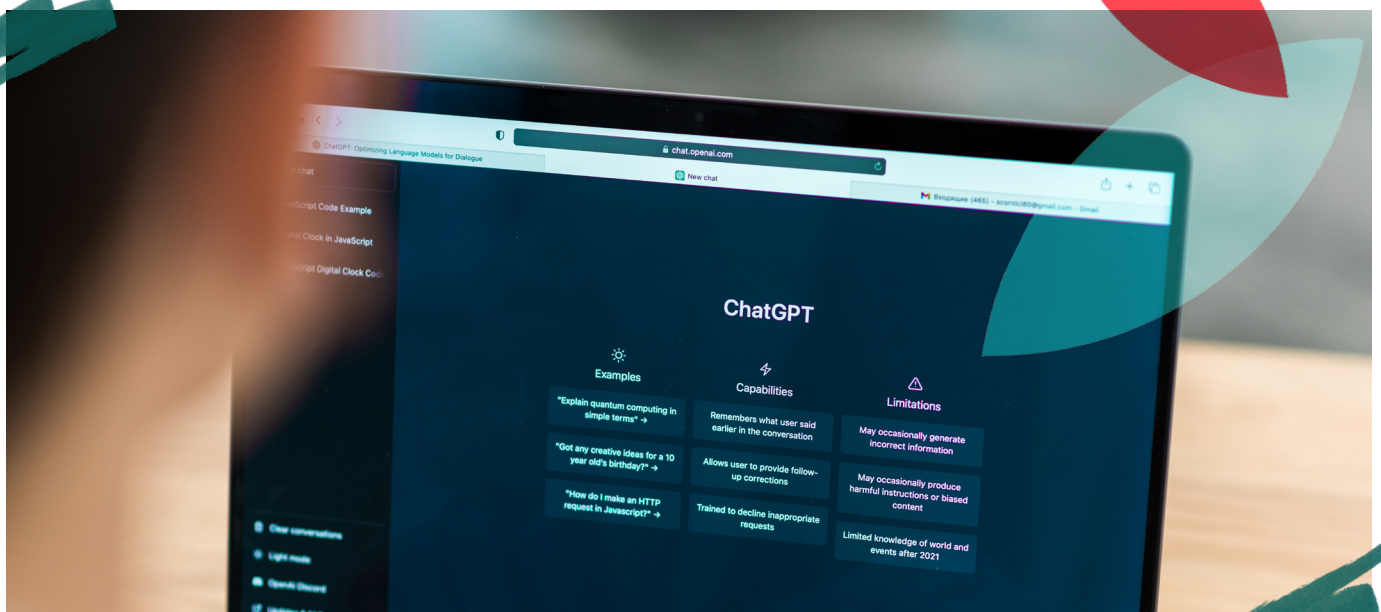
In a busy salon environment, anything that can save time and streamline management is a plus.

With massive advancements in AI over the past few months, the Phorest team has been researching its capabilities, with a particular focus on how it can help the professional salon and spa industry.

What we've discovered is an incredibly useful tool that can supercharge the productivity of your business, save you time, and streamline the running of your salon.

Let us explain...

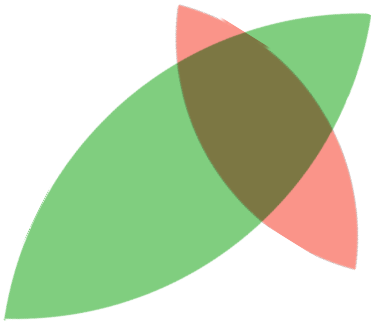
First Things First; What Is AI?



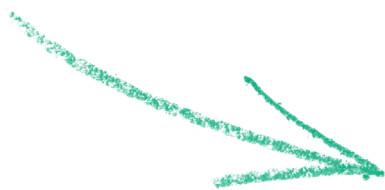
AI (Artificial Intelligence) is the simulation of human intelligence processes by machines. While AI can take many forms, we're focusing on **Generative AI**. This subset of artificial intelligence generates content such as **images, music, video, and text**, depending on the kind you use. Generative AI is what applications like **ChatGPT, Midjourney, and Bard** are; all of which have been trending heavily in the media over the last few months for their incredible intelligence.

They function like a "chatbot", where **users can ask questions and get answers**. For salon and spa owners, Generative AI

opens up a plethora of new opportunities. From **reduced admin** and **enhanced customer interactions** to more **robust business operations** and **better marketing efforts**, AI could be your business' superpower as we advance into the future.



Using Generative AI For Salon Marketing



As a tool that can write engaging content in seconds, **marketing assistance** is one of the most obvious applications of generative AI for the beauty and wellness industry. Salon professionals are often highly creative, time-poor individuals who don't want to spend hours creating marketing strategies for their businesses. That's where AI comes in.

Use AI in Your Salon To Help You:

- ✓ Compose **marketing emails & SMS messages**
- ✓ Write **captions** for your social media posts
- ✓ Create **SEO-optimised listings** for products on your online store
- ✓ **Remove backgrounds** from, or edit, product listings
- ✓ **Brainstorm** social media posts and promotion **ideas**
- ✓ Generate a content **marketing calendar**




The Power of Clear Prompts:

To achieve the above in your salon, it's important to give your Generative AI platform **clear prompts** and edit the text it outputs to ensure it still reads true to your business' brand, tone, and style.

Here are some prompts we've experimented with that gave some excellent results.

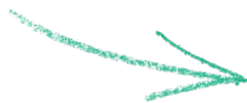
Why not try them for your salon?

- 
1. I work in [describe business type & size]. Craft a short Instagram post highlighting [insert service name here] and its benefits for our clients
 2. I work in [describe business]. Come up with an eye-catching subject line for our monthly newsletter. Our newsletter will be discussing [insert subject matter here]
 3. I work in [describe business]. Could you help me create a 6-month marketing plan covering email marketing, social media marketing, and social media ads?
 4. I work in [describe business]. Write a compelling description about our new [insert service here] that I can use on a landing page of our website.
 5. I work in [describe business]. Please give me a list of 10 topics I could write about on our blog.
 6. I work in [describe business]. Design a poster to promote our upcoming 'Pamper Day' event at the salon.
 7. I work in [describe business]. Draft a short outreach message to collaborate with an influencer for a once-off partnership.
 8. I work in [describe business]. Could you help me brainstorm some marketing ideas that could help increase bookings for the upcoming holiday season?



Train Your AI Chatbot For More Accurate & Helpful Insights

Sometimes, **Generative AI** may not get it **right the first time around** and could give suggestions that are too long, too short, too detailed, or not detailed enough. If this happens, **simply ask the AI chatbot to tweak its answer to match what you're looking for a little better**. Examples of this include asking;



- ❏ Could you limit this answer to [insert wordcount], including only the most important takeaways?
- ❏ Could you rewrite this answer to be shorter, less detailed, and in bullet point format?
- ❏ Could you expand on this suggestion and add more detail?
- ❏ Could you please add more/less examples/suggestions/paragraphs to this answer?
- ❏ Could you please extract a one-sentence, top-level summary of the answer you've just generated?

The more specific you are, the more accurate your AI chatbot will be.



Ready to Put Those Prompts to Use?







After generating ideas using generative AI, why not draft your emails, SMS messages, and social media ads in your Phorest Marketing Suite?

With built-in message personalisation, hyper-targeting functionalities, and advanced reporting, our tech and your strategy will ensure professional, insightful, and successful campaigns that convert.

Using Generative AI For Delving into Salon Data


If you are a Phorest user, you will already have access to a wide range of reports covering all areas of your business. While these reports are designed to be accessible and easy to generate, many salon professionals struggle with data analysis, turning numbers into a clear picture of what's happening in your business, and what actions to take.


Luckily, AI can help simplify things even further. Using the data you pull from your Phorest reports, you can ask Generative AI tools to:


-  **Organise data** in a way that makes sense to you
-  **Recognise patterns** in the data you've pulled
-  **Analyse data** and explain some top-level or detailed insights
-  **Compare different reports**
-  **Give recommendations** on next steps required to action or optimise data
-  Have ideas or **concepts explained** to you in a **simplified manner**

Our Top Tips for Achieving This

After generating the **reports** that matter to you on your Phorest system, use AI to **analyse these figures** and give you some **actionable insights**.

 Ask AI to compare your weekly, monthly, or annual appointment booking figures to **identify peak times** in your salon and/or lulls in business. Following this, why not ask for some marketing tips or business strategies to help make those quieter times busier?

 Feed AI information contained in a report of your choice (for example, your future appointment value report, your client lifetime value report, your staff performance report), and **ask it to give recommendations on how to optimise** these figures.

 Use AI to **visualise reports in different ways** by feeding it the information you require and asking it to display the written information in a graph or pie-chart format.

Example


Wednesday is the quietest day in my [insert salon type]. Do you have any recommendations on how to increase bookings on Wednesdays?

Example

I am a [salon type & salon size] I can see that my staff performance has dropped by X% in the past 6 months. What are your recommendations for boosting this number?

Example

Here is a list of my monthly takings. Could you please create a pie-chart that shows each month's earnings?



***Note:** Not all generative AI tools can analyse data, and some may require a plugin to do so. For example, to create diagrams in a visual format in ChatGPT, you will need to install a plugin called ChatGPT Diagrams. For more on ChatGPT plugins, see [here](#).

***Note:** Generative AI is not a replacement for human judgement or expertise. All responses generated by AI should be cross-checked for accuracy, and you should never divulge sensitive information or identifiable client data.





Staying Safe When Divulging Sensitive Data

While the possibilities of AI's data analysis tools could be incredibly helpful for your salon, it's **important to stay alert and be careful not to divulge any sensitive client, business, or financial information.**

Before sharing anything online, ask yourself; **"Could this put my clients, staff, or business at risk?"** If the answer is yes, don't share it.

Using AI To Step Up Your Client Communication

In any service-based industry, **consistency** and **professionalism** in **client communications** are **paramount**. This forms the basis of **exceptional customer service**, but can be difficult to maintain as a busy salon professional. It's time to use generative AI to help.

Ensure Consistent Branding, Tone & Voice

Whether you're replying to a rescheduling message or creating an entire email marketing campaign, **generative AI can keep your tone professional, clear, and consistent throughout all comms**. You can specify the tone you wish to use in your prompt - ask the AI to write in a 'fun' or 'persuasive' tone for marketing collateral, or a 'formal' tone for terms and conditions.

Respond To Negative Feedback in a Constructive Way

Responding to negative client feedback professionally is important to defuse the situation and rebuild trust. While you should certainly personalise these comms to match context, a generative AI chatbot can help you organise your main points clearly, in a calm and respectful tone to make a better experience for you and the unhappy client.

Create a Clear Booking & Cancellation Policy

It can be difficult to **create a booking and cancellation policy that reads both clearly and professionally**. Overcome this by describing the policy you want to an AI chatbot and allowing it to formulate these policy basics in a more professional and coherent manner.

Gather Client Surveys & Feedback With Ease

Feedback allows salons to understand what's working and what isn't, allowing you to constantly enhance the in-salon experience for the better. Rather than spending hours trying to create a survey or feedback form, why not let AI do it for you?

Using Technology to Stay Ahead of the Competition

In the professional salon and spa industry, things are constantly changing and are often influenced by trends. These days, trends are passing us by quicker than ever.

Rather than spend hours researching these trends and ensuring your finger stays on the pulse professionally, **generative AI can help you predict (part of) the future of your industry.** This can help you stay on top of things, anticipate changes, and prepare in advance. It also saves you hours of research and admin time in the salon.



To Use AI to Predict Future Industry Trends, Try Out The Following Prompts;



"Could you give me some information on how I can analyse social media data and identify emerging [beauty/wellness/hair-styling] trends within the industry?"


"Could you recommend some industry publications, news resources, social media accounts, reports, and other tools that could help my [salon/spa/clinic] team and I stay informed on relevant industry trends and predictions?"





“Using inspiration from popular influencers and celebrities, please offer some insights into new services and products that may soon become popular in the [insert industry name here]”

“Could you please list 10 niche markets within the beauty and wellness industry, and give suggestions on how to target these niche markets as a [insert business type here]”



Remember, AI Should be Used as a Tool, Not A Crutch

When using AI for **client communication**, it's important to **always proofread** and **personalise** the message that you're conveying. While AI can be a fantastic tool to help you streamline comms and save some time, **clients still want messages to sound like they're coming from a real person**- and it's your responsibility to give them that.

Here are some of our tips to ensure that AI doesn't hinder your salon management efforts;

Never Send a Message Without Proof-Reading & Personalising

While generative AI can certainly help you organise your comms and ensure your grammar and spelling are in check, you should always make sure to proofread and personalise your messages. This ensures that context is being adhered to, emotional intelligence is factored in, and clients don't feel like they're speaking to a robot.

Be Mindful of Data & Privacy

Because AI is a relatively new technology, and we still don't understand its full potential, make sure to never share personal

information or discuss sensitive client data with AI chatbots. Your clients' data safety is your responsibility, and it's better to be safe than sorry.

Don't Over-Rely on AI

AI is a fantastic tool in many ways, but over-reliance could hinder your salon. In a person-focused industry like the salon and spa industry, the real-life, human connections are what makes it so special. Don't alienate your clients or isolate your team by expecting them to conduct all comms through digital channels or AI bots. As we previously mentioned, AI should be a tool rather than a crutch.

Asking The Expert; An Interview with *Shivangi Upadhyaya*

On the topic of AI for the salon industry, we met with AI enthusiast and Digital Marketing Expert *Shivangi Upadhyaya* to ask her some questions about her predictions on this powerful tool for the salon industry. Here's what she had to say;



Q: Hi Shivangi! Many people are afraid that AI may take over their jobs in the future. What is your opinion on this?

A: While it is reasonable to be worried about how the emergence of new technology can impact jobs, it's essential to understand that every advent in technology has led to the creation of many jobs. I believe AI is not going to replace jobs, but will complement many functions, and allow people to be more productive. Eventually, it would not be AI taking over jobs, but people who are well versed in AI being more employable.

Q: What advice would you give to salon owners interested in integrating AI into their business operations?

A: I would encourage salon owners to take up small and uncomplicated projects to begin with. The projects could be targeted toward automated customer service bots or help with writing marketing messages. Once you have gotten comfortable with the concept of AI, you can then approach more complex projects. Also, get your team to attend basic courses related to AI. Ideas that simplify business practices can come from any part of the business, and igniting the thought process among team members could lead to suggestions for practical applications.

Q: How do you see the future of AI evolving in the context of the hair, beauty, health and wellness industry?

A: AI holds huge potential in making the hair and beauty industry more tailored to meet the requirements of every individual. It could suggest personalised solutions for skin and hair queries, improving the customer experience. This could range from being able to virtually try on looks and trends to finding a unique solution to an individual's requirement. AI is going to change the way customers interact with businesses.






More Creativity, Less Repetition

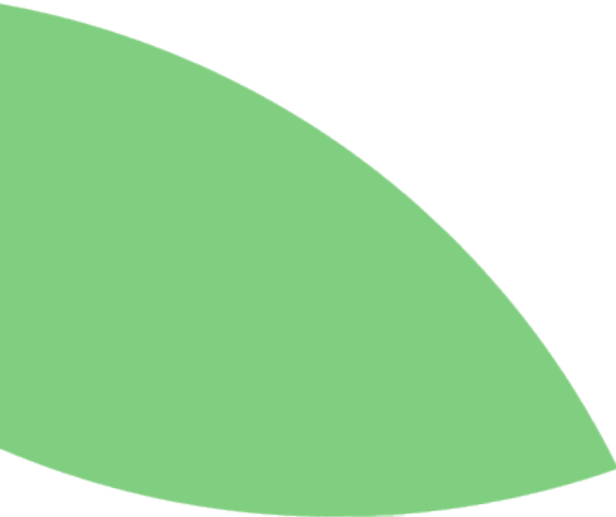
From Shivangi's predictions, it seems like generative AI is here to stay and, in some respects, completely revolutionise how salons, spas, and clinics serve their clients. One of the major ways that it will achieve this is by automating boring or repetitive tasks and freeing professionals up to focus on creativity, brainstorming, and idea generation.

Used in tandem with a high-quality salon software system, AI could save you hours of admin work each week while empowering your team to be more creative and productive. Think of the possibilities...






-  Use AI to write **an eye-catching social media ad**, publish it using **Phorest Ads Manager**, and focus more on serving the clients who visit your salon, spa, or clinic.
 -  Use your **Phorest Reporting Suite** to generate some **financial insights**, ask for a top-level overview using Generative AI, and spend your time brainstorming new ways of generating more revenue.
 -  Use AI to write **SEO-optimised product listings** for your **Phorest Online Store** to bring in more orders, giving you more time to pack and process them.
 -  Use AI to draft a **review request message**, before automating it in your **Phorest Online Reputation** tool to send to clients after they've visited. Gather feedback with minimal effort, while you focus on giving that five-star service.
- 



How Will You Implement AI In Your Salon, Clinic, or Spa?



From marketing ideas to streamlined client comms, generative AI has a number of helpful uses for salon and spa businesses across the globe. Ready to take the plunge? Give your AI chatbot plenty of context when asking a question, always glance over and edit the final result, and be aware of the errors and inconsistencies that can always happen when using technology.

It's time to embrace a technology that could send your business to new heights of success, seamlessly weaving lasting relationships, exceptional customer service, professional marketing, and successful branding into the mix.





Phorest; Born On The Salon Floor, Bred To Help You Thrive

Phorest Salon Software was born on the salon floor and bred to help owners and their teams thrive. Founded by CEO Ronan Perceval in Dublin, Ireland, in 2003, Phorest has earned recognition as one of the fastest-growing technology companies in the hair and beauty industry and is honoured among the Deloitte Fast 50. Phorest serves nearly 10,000 businesses globally and over 160,000 beauty professionals across 10 regions.

For nearly two decades, Phorest has supported and enabled salons, spas, and clinics to manage, market, and grow their businesses. The company collaborates with real hair and beauty teams every day to build technology solutions that will make an impact.

Phorest employs 300 people in offices located in Ireland, the UK, Finland, Germany, Australia, the UAE, Canada,



and the US. Its Board of Directors includes significant industry players and independent directors Paolo Braguzzi, former CEO of Davines Group, and Janna Ronert, Founder and former CEO of Image Skincare. In 2022, Barry Mulligan, a partner in [Tribal.vc](#), joined the board. Mulligan has been an active investor in young, dynamic tech companies in Ireland since 2010 and was one of the first investors in Phorest Salon Software.

The growing Board of Directors includes individuals with diverse experience, including Olivia Leonard, Director of Instagram EMEA (Chair); Jonathan Klahr, Growth Equity Investor at SGE; and Colin Day, Founder and former CEO at iCIMS.



Resources & Contributions



Resources:

<https://www.techtarget.com/>

<https://chat.openai.com/>

<https://www.midjourney.com/>

<https://bard.google.com/chat>

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