Smallbiz Upgrades August 2009- August 2010

- Improved sales on hold
    - A whole new method of holding & displaying uncompleted sales. This is especially the case when there are more than 5 such sales. You can now click to see all sales (up to 40 on one screen) in a button format. Just click on the one you want.
    - Using this method, you can now also complete a sale for multiple customers with one payment

- Cut & paste in Marketing

    In the customer display area there are now a number of buttons that allow you to select an area:- either a column like email, or a boxed area like names emails for certain clients). You can then put that into the windows cut & paste area. You can then go into any windows product (word, excel, publisher) and paste that information. Eg cut a list of email addresses to send directly into outlook.

- Right Click options in Appointment Book

    This new option allows significantly quicker use of quite a number of options. This includes cut, paste, copy, delete, sms, take to sales etc. There is a significant saving in time as Smallbiz doesn't load up all the other details. Just right click & select.

- Online Bookings

    Smallbiz now allows you to let your clients book appointments LIVE into your appointment book, and Pay for it. This is done directly into your salon database in real time, the same as though you were doing it in the salon. You have your own merchant account so Smallbiz does not touch your money, it goes directly into YOUR account. You just need a web site, and some minor changes to your web pages to get it going. Smallbiz charges a low (as in 1%) fee to provide this. NB plus you merchant fees.

- Auto Back Up
    - To help those salons who don't quite get to backing up as often as they should. For a small fee of $18per month your Smallbiz system will backup once a week to our servers, automatically , in the middle of the night. A real piece of mind thing !

- Preferred method of contact search
    - You can now search by the client specified method of contact fields entered on the client card

- Partial Points
  - To make things easier for our clients, the points system has been changed to allow for parts of points ie 10.3 points. Previously this could be solved by just changing the point ratios. But now this change lets you do it the way you think it.eg where a client gets 1 point for every $10 spent.

- Account sales cannot be deleted when payments have been made
  - To avoid many recurring, complex & situations we have made it that you cannot delete a sale if it was an account sale and payments to it are still present.

- Past and future appointments column

    This significant improvement displays past and future appointments for a client when you go to book. They appear on the right hand side of the screen. You can also click on them to book again, effectively giving you an easy way to rebook common services booked by that client without going through the entire list. This also allows you to confirm / check with the client their future booked appointments

- Ordering sms via the program menu

- Mobile number included in print out via marketing

- Search for customers by their email address

    Often salons will get an email form a client, but not a complete name. This new option allows you to easily use the email address to check who the client is.

- No points accumulation on promotional vouchers

- Staff density report

    This report , graphically shows, all you staff for say 2 or 3 months and displays

    how many appointments or
    appointment hours booked or
    $ booked

    It shows each day, whether they are available for appointments and it is all on one screen, so you can easily see who's busy or not. You can easily compare staff or days. We use colours to indicate how booked they are.

- Gift Vouchers online.

    Allow your customers to pay for gift vouchers from your web site. The payments turn up automatically in your day report !! and the gift voucher onto the client card

- My SQL

     This substantial upgrade of the complete Smallbiz system, allows Smallbiz to work with the MYSQL database engine. This is a free software and allows us to replace the previous database engine used in network situations. This reduces the cost of setting up a network by a substantial $2000 (an approx halving of the price). This will bring the option of multiple terminals in a salon to many more owners at a very affordable price. It also allows us to offer web bookings to single uses salons.

- Boutique Marketing Manual

     A number of Smallbiz salons have started to use the marketing system from a company called Boutique Marketing. We put a detailed manual together to implement their system (including personalised new client packs & client gets clients marketing material). But even if you are not using their system, this manual may give you some ideas of how you can use Smallbiz more effectively for marketing to new clients

- Points Prompter

     In the Points Setup area, you can now put in a number of points levels that will cause Smallbiz; when you are selecting a client for sale; to prompt you if the client has more than the points accumulated. So if you are selecting a client it will prompt and say "This client has more than 1000 points" so you can ask them about them

- Improved response time for return SMS

     We have invested a significant amount in a better method of sms return. It allows dramatically improved response times (where customers responses can be collected almost immediately after a client has sent them.. still depend upon the telcos actually passing them through though). Smallbiz will also warn you if it thinks a client has replied twice, or if it is a reply from a message sent say 6 months ago ?

- Tracking of marketing SMS

     You can now also track what marketing SMS messages are sent, and receive sms replies about what you sent

- Salon connect

     Email marketing options

- Email   setup your own promotions.. you do the graphics

     6c per email with graphics done

     $49 to put up you graphics (completely done to our specs)

          You can setup variables to insert what you wish, so it can be re-used each time

     Use standard Smallbiz graphics

     Purchase standard or specific graphics from somewhere like Click Connect or any other graphics, marketing solution providers

- Use the Smallbiz email OR mail promotions $1.10. Our marketing company can print(full colour) insert into an envelope, address the envelope & post an A4 letter/promotion for $1.10. You just select within Smallbiz, select the promotion (your or ours), select email or letter post and click send. Can't get much simpler.

- We are creating a new AutoSend option !! How would you want it set up and to work ?
  We are looking for salon feed back here. It's easy enough to do but what is the best method to avoid errors. It can be great that it sends 95 out automatically and correctly, but how much trouble can you be in for the other 5 ? Please talk to us.

- Appointment book pre-payments

- Appointments   new multi cut & paste coming ..any suggestions on its operation