

# Overcoming the Challenges of COVID-19

## The Problem

The company was determined to improve its productivity and enhance its customer experience in face of the difficult COVID-era trading climate. Driving online appointments, reducing the impact of cancellations and no-shows on the company's bottom line and better monitoring of KPIs were all identified as key requirements to adapt to this uncertain, ever-evolving trading environment.

## The Solution

In June, Dublin Nails and Nails One moved their operations to Zenoti and its all-in-one salon management software. Zenoti helped optimise appointment scheduling and online booking, enhance the overall customer experience, and improve internal reporting and billing processes thanks to the Zenoti Employee App.



## Online Booking Results

\*2-month average post implementation.



22%

Booking rate



46%

Booking outside operating hours



69%

Advanced booking



2.4

Average days in advance



*"With Zenoti, we have a much more cost-effective way to manage online appointments and by implementing a cancellation process, we've reduced the number of cancellations as well as the financial impact they have on our business. I am extremely happy with our move to Zenoti and feel it was 100% the right move. The software is perfect and is by far the best system I've worked with."*

Orit Brahami

Owner of Dublin Nails and Nails One

## About the Brand

Operating in 6 locations, including concessions in department stores Arnotts, Brown Thomas and Penneys, as well as a standalone salon based on Wicklow Street, Dublin Nails and Nails One are the leading nail and beauty salon chains in the Irish capital. The brands are synonymous with luxury and wellness. Their focus on individuality inspires unique beauty treatments and empowers clients to look and feel fabulous.