

# Salons urged to encourage client 'Loyalli'

Salons have begun to embrace an innovative "virtual" loyalty scheme that its developer believes could consign similar plastic and paper-based schemes to the scrapheap.

Some six weeks since its launch, 18 salons had already signed up to a scheme called **Loyalli**, which uses smart phones to promote loyalty-based discounts and promotions.

The scheme works through clients downloading a Loyalli App on to their phone, which registered salons can then "stamp" with a special barcode reader every time the client visits the salon. Another innovation is that participating businesses can tailor rewards being offered to suit their operation.

For example, one salon that has joined up, **James Whittaker Hair**, in Enfield, north London, is offering Loyalli users 50 per cent off every seventh cut and blow-dry.

By comparison, another salon, **Stamp**, in Shoreditch, east London, has decided to offer customers a free haircut every eighth visit.

Businesses can log on to a "dashboard" on Loyalli's website to monitor trends and check where, how and when customers are using the system. Clients visiting a new area can also use their phones to tell them what outlets are participating in the scheme, and so may have promotions to offer.

The scheme is the brainchild of App developer **Sebastian Borggrewe**, who originally launched the App on **Apple's iPhone** but was confident of having extended it to **Android** and **Blackberry** devices by the time *SalonFocus* went to press.

"People want to know where around them rewards loyal customers. We are trying to harness the power of the closeness of the independent retail community," he told *SalonFocus*.

The scheme is targeting coffee shops, restaurants, spas and personal trainers as well as hairdressers, who Sebastian felt were



LOYALLI SCHEME: TAILORED REWARDS

potentially the best "fit" for the App.

"We spent time around Birmingham and big cities testing it and it was the hairdressers who said 'fantastic, because the other week I tried **Groupon** and got hundreds of new customers but those people only come in once'. This application gets people to come back. Hairdressers as a community get that," he said.

**James Whittaker**, owner of James Whittaker Hair, said one of the advantages for him was that it did not rely on a physical loyalty card, stamps or other conventional format that clients could then easily mislay.

"Once people know about this it will be huge," he said.

**Vincenzo Barona**, owner of Stamp, said: "It's a brilliant idea. I have 150 customers who have downloaded the App."

Other salons participating so far include outlets in Leeds, Bristol, Manchester, Sutton Coldfield, Chelmsford and Birmingham.

Loyalli may be one of the latest, but it by no means the only such virtual loyalty scheme emerging on to the market.

Another example is **Paperless Receipts**, a company backed by former **Tesco** chief executive **Lord MacLaurin**, which sends digital receipts to a client's web account, on to which can be added promotional vouchers, said technical director **Shishir Bankapur**.

## BEAUTYSPOTS

### SHANKEY LAUNCH



Belfast hairdresser and men's grooming specialist **Jason Shankey** has launched a limited edition **Perfect Shave** range comprising a shaving cream, skin soothing balm and exfoliating scrub. At the same time he has opened a fourth salon in the city, in **House of Fraser** in Victoria Square.

### TRICHOCARE SEMINARS

Training provider **Trichocare Education** has announced plans to visit every major hairdressing college during 2012 to run a seminar entitled "When hairdressing meets biology" looking at some of the science behind both hairdressing and beauty. The move follows a successful pilot run at **South Devon College** in November.

### SALLY BARBERSHOP

Specialist hair and beauty retailer **Sally Salon Services** has launched a dedicated "Barbershop" area in selected stores, focusing in particular on **American Crew** grooming products.

### VALE CHILL-OUT

The largest beauty spa in Wales, **The Vale Resort**, near Cardiff, has completed a £250,000 refurbishment, including the introduction of "chill-out", water and sleep relaxation zones. The spa has also recently achieved a "five bubble" rating in the *Good Spa Guide*.

### SU-DO GOES RETAIL

Salon tanning range **Su-do Professional** has launched a retail range to complement its existing salon products. The range will only be available to accredited Su-do Professional salons and includes a face and body scrub, triple action moisturiser, cream tan, gel tan and a gradual tan.