

# The Complete Salon Software Features Guide

## **Simplicity**

Everything we do, we do with Ease of use in mind!

## **Independence**

Efficiency and confidence through an all-in-one salon booking software solution!

## **Accessibility**

We help beauty professionals reach their full potential by offering a free salon software!

## **Digital Salon Service Menu:**

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### **Digital salon service menu available 24/7**

A complete digital salon service menu that's accessible day or night, so beauty professionals don't have to spend endless hours on DMs and phone calls. Visitors can explore and book services 24/7!

### **Upload your existing menu in minutes**

Beauty experts can upload their existing menu in minutes, so services are instantly available online. No more manual setup taking hours! Clients can start booking right away!

### **Customizable names, categories, prices, and experts assigned**

Tailored service names, categories, pricing, and expert assignments, allowing salons to accurately reflect their structure, specialties, and team expertise within the digital menu.

### **Service images customization**

We know how proud salon owners are of their work! That's why our hair salon appointment scheduling software allows them to create their own identity with personal images!

### **Upload your own descriptions**

Custom service descriptions bring all treatments to life, helping clients understand the experience, benefits and results before stepping inside the salon!

### **Service duration customization**

Each treatment should have the right amount of time! This way, stress and worries are no longer part of everyday life for clients and salon owners! No more overlaps or rushed appointments!

## Digital Salon Service Menu:

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### Personalized discounts

Customized discounts reward loyalty, attract new clients, and create meaningful moments throughout the year, making any salon stand out!

### Add-on services

Salon owners no longer have to explain each service to every customer. Add-ons allow treatments to be enhanced with complementary options, creating a more personalized experience!

### Promo codes

Perfect for special offers, seasonal deals, and exclusive client rewards, promo codes boost interest for underbooked services!

### Automated booking confirmations

Our hair salon online booking software sends seamless confirmation messages for appointments, making sure each customer has a relaxed, professional experience!

### Appointment reminders (SMS & Email)

Ensuring customers don't forget about appointments even on their busiest days, our platform sends appointment reminders via email and SMS!

### Re-booking reminders

Encouraging regular visits and building client relationships, timely re-booking nudges remind clients their favorite salons are the best!

### Translated service menu & dashboard

Avoiding misunderstandings and promoting inclusivity, our salon software makes sure every client and team member can navigate and manage services no matter what language they speak!

### Birthday & anniversary promo codes

Salon owners can make clients feel celebrated and appreciated with promo codes that turn milestones into fun, personalized experiences!

### Gift cards

Beauty professionals can create, customize, and sell gift cards within the same salon management system they use for appointments, teams, and marketing tools.

## Salon Scheduling System

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### Real-time availability calendar

Owners and managers can use a real-time availability calendar that keeps every appointment visible at a glance, so team members can do their job without any disruptions!

### Calendar drag-and-drop rescheduling

An intuitive drag-and-drop system turns the calendar into a simple and interactive experience. Beauty professionals can now move appointments without going through the entire booking process again!

### Clients self-book appointments online 24/7

Having 24/7 online appointments means clients can explore the service menu even when their only free time is at night!

### Booking link for social media

Completing the 24/7 online booking feature, a booking link that perfectly fits social media profiles allows clients to schedule appointments the moment they see something they love in a photo, video or story. This feature works for Instagram, Facebook, TikTok, and any other platform beauty professionals might use!

### Each customer can choose their preferred expert

Because one of the most important aspects of going to a salon is trusting your favorite stylist, customers always get to choose familiar hands!

### Booking policies

Customized booking policies set the right expectations, protect appointments, time, and keep the scheduling process and services understandable for everyone!

### Customizable opening hours

All beauty businesses are different! The opening hours reflect the rhythm and culture, so it's essential for owners, managers and stylists to accommodate their team members.

### Appointment handling

Salon owners can set how many days past appointments remain editable before they are marked as completed automatically.

### Time restrictions

Salons can require a minimum time in advance to book an appointment and limit how far in advance appointments can be booked. Clients can use our system to book online at least 2 hours in advance and up to 6 months ahead.

## Salon Scheduling System

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### Custom time slot increments

Clients see available start times in increments of 15, 30, 45, or 60 minutes, ensuring stylists and beauty professionals have enough time to rest and prepare for the next appointment.

### Deposits as a no-show guarantee

Clients pay deposits as a no-show guarantee. This way, salons protect their time and schedule.

### Integrated upsells

Salon owners don't have to promote add-ons to each client anymore! The digital service menu automatically suggests relevant services during booking, so beauty specialists have more time to focus on their work.

### Appointments reports

Our appointments scheduling software provides insights into bookings, clients, sales, payment status, dates, and sources, so owners never lose sight of their business!

### Translated booking flow

International and multilingual clients can navigate the booking portal in their preferred language, making the process easier for salon owners!

### History tab for customers

Salon professionals are always able to view the client's past appointments and notes. Staff members can access all the information they need to complete the services without issues!

### Messages history

TimeTailor keeps a complete record of all client messages, so salon teams can review past conversations and requests!

### Medical info (allergies, conditions)

Making sure all clients are safe and comfortable, our booking app keeps track of health details such as allergies, medical conditions, and sensitivities. This way, beauty experts can prevent allergic reactions, irritations, and maintain high standards!

### Contact info (phone number, email, communication language)

Staff members can reach out anytime they need by having pivotal information such as the client's phone number, email address, and preferred communication language in the same place!

## Salon Scheduling System

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### Instant client file upload

Beauty businesses can instantly upload their client base, making the transition as easy as possible without any manual data entry!

### Salon CRM software

Designed for beauty companies of all types and sizes, our online booking software for salons builds stronger client relationships within a single system!

### No marketplace disadvantage (TimeTailor doesn't support the marketplace model)

In the marketing world, marketplaces do something known as brand hijacking: the platform inserts itself between the salon and its customer, captures the relationship, and then sells access back to the salon. This way, instead of being helpful, the marketplace starts to own the rebooking funnel and the client relationship, setting dependency traps such as:

1. The booking link is a branded URL for the software, so clients are not making appointments directly with the salon
2. Customers have to create accounts with personal information given to the marketplace
3. Reminders are almost never personalised for your business and include the visuals of another company
4. They recommend multiple salons in the same area because they have multiple clients they need to satisfy
5. Client data is used to market other salons and make profits for other businesses

Instead of promoting the image of a salon marketplace, TimeTailor focuses on helping salons create loyal customers based on merit. This means their own website, their own Google Business Listing, and a customized and personal booking link. All promoting their brand, not ours!

### Smart calendar

Access each team member's working hours and mark unavailable time in grey, clearly indicating when someone is off. This prevents accidental bookings and scheduling errors!

### No-show customer flagging

A way to identify clients who frequently miss appointments.

### Automatic appointment cancellation

If the deposit is not paid, the appointment is automatically cancelled.

### Late cancellation fees

A simple way to encourage responsible behavior!

## Free Salon Appointment App

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### Available on all iOS and Android devices

Especially useful for small salons just starting out, the TimeTailor app can be used from any iOS or Android phone and tablet without any expensive equipment needed!

### Free of charge download for salon owners and their teams

Our salon booking app can be downloaded without any costs for owners and their teams. Setup is simple, accessible, and perfect for any budget!

### Phone, tablet, and desktop support

Optimized for smartphones, tablets, and desktops, our app can be used on any device, making it perfect not only for established businesses, but also for beauty professionals, such as makeup artists or estheticians, on the go!

### Add and manage bookings in the same place

Salon owners and their teams can add and manage appointments from a single dashboard. This keeps their schedule organized, ensuring the calendar is available without extra devices or multiple screens!

### Remote dashboard access through the app

Knowing how busy it gets for business owners in the beauty industry, we make it possible to manage schedules and appointments from anywhere in the world by using the mobile app!

### Perfect for phone calls and walk-ins as well (schedule appointments from phone calls or manually add walk-ins)

Appointments can be scheduled from phone calls or manually inserted when clients come directly inside the salon, keeping the program up to date and avoiding misunderstandings!

### Staff can view their schedule from their phones

Teams can view their schedules directly from their phones. This means everyone's informed in real time, so the risk of missed appointments drops significantly!

### Notifications for new appointments

Things are even more organized when the team receives notifications whenever a client books an appointment. Everyone has time to prepare for upcoming services and scheduling errors are reduced!

### Appointment cancellation

Notify clients when the appointment is canceled.

### Appointment rescheduling

Clients can reschedule their appointments through the online confirmation.

## Free Salon Appointment App

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### Appointment updates

Notify clients of any changes to their booking.

### RTL language support for Arabic and Hebrew

Optimized for reading and navigation in Arabic and Hebrew, the salon software allows beauty owners and their teams to manage appointments and schedules without having to compromise by adjusting to left-to-right rules.

### 24-hour live support

We know it takes a village, so we're always here! TimeTailor provides 24/7 customer support, making sure beauty businesses never feel alone or overwhelmed by technical issues!

## Team Management Software

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### Multi-staff scheduling

A smart calendar allows salon owners to manage multiple team members in the same place. Assign clients, avoid double bookings, and keep everyone coordinated without any additional tools or systems!

### Control everyone's schedule inside the salon appointment app

Adjusting and managing every team member's appointments is now possible directly within the TimeTailor app. Everything remains in one place, and the schedule runs perfectly!

### Role-based permissions & restrictions (owner, admin, employee)

By giving the right access to the right team members, salon owners control who can view, edit, or manage different sides of the business, ensuring security and maintaining accountability!

### Personalized job titles & working hours

All businesses have different needs, so we made sure owners and managers can create customized staff roles and assign personalized working hours, so customers know when their favorite stylist is available!

### Customizable time off for employees

Having vacation days, sick leave, personal days, and the lunch hour inside the calendar makes it easier to have a clear view of the team's availability while preventing scheduling conflicts!

### Service-specific staff assignment

We ensure salon owners have the right experts for all appointments. Clients getting matched with the most qualified stylists results in the business getting more re-bookings!

## Team Management Software

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### Group services by expert

If a client selects multiple services performed by the same expert, those services are automatically grouped. The client only needs to choose a start time once, and only time slots that allow all selected services to be scheduled consecutively are displayed.

### Growth tracking

Salon owners can use reports to measure their businesses. This leads to making smarter decisions, identifying new opportunities, and growing their capital!

### Automated notifications

Automated reminders and updates keep clients and staff members informed at all times. We use SMS and emails to reduce no-shows and save time on direct communication!

## Salon POS System

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### Transform your phone or tablet into a salon POS, no expensive hardware needed

No hardware needed! Salon owners only need their phone or tablet and the TimeTailor app to process payments, manage appointments, and handle digital receipts without any expensive upgrades.

### Contactless payment options: accept card payments anytime, anywhere

Our free appointment scheduling software with built-in POS makes it possible for salon owners to accept card payments anytime. Keeping transactions safe and reducing the need for cash, this feature gives clients a simple checkout experience!

### In-person payments for in-store clients

Salons also get a lot of unannounced visits from clients. TimeTailor ensures beauty professionals can accept cash, card, and any in-store payment method as quickly as possible!

### Email/digital receipts

By providing top salon POS options with mobile device support, TimeTailor sends instant receipts to clients via email. Salon owners can reduce paper waste, cut down on unnecessary expenses, and have access to their payment history with a single app!

### Digital wallet support

TimeTailor provides support for digital wallets, making sure all beauty businesses fit the expectations of modern clients!

## Salon POS System

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### Perfect for Apple Pay & Google Pay

Fast, secure, and contactless, it's important for salons to provide support for Apple Pay & Google Pay in order to make the checkout process simple and more intuitive!

### Sales reports

We help owners and managers gain insights into the financial performance of their business through sales reports. This feature makes sure they can make informed decisions regarding their services and staff!

### Secure card-on-file

No more wasted time! Client payment information is safely stored and protected inside the system, so rebookings, recurring payments, and checkouts become a breeze.

### Upfront payment options

As one of the best salon POS systems with no-show protection, TimeTailor allows clients to pay in advance to secure their appointments. This reduces no-shows and improves the cash flow of the business, creating a hassle-free experience for owners, managers, stylists, and their customers.

### Multi-currency support

Making it simple to process payments from international clients, our system simplifies transactions by providing support for multiple currencies!

### Multiple payment gateways

Salons can offer clients flexibility by connecting to a variety of payment gateways. Ensure secure and reliable transactions!

### Daily bank payouts

Salons receive their earnings directly into their preferred bank account every day. After the initial 7-day waiting period for the first payout, necessary for risk mitigation, beauty experts can have peace of mind knowing the revenue is securely transferred daily without delays!

## Salon Website Builder

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### Customizable theme, logo, and brand color

A perfect salon website always fits the brand identity. Salons can customize their theme (light or dark), update and upload the logo, and choose a signature brand color, creating a professional online presence that stands out to clients!

### Showcase services with your own images

With a customized website, salons can bring their services to life with personal images featured on the main page. This way, clients know exactly what they want and what to expect before booking any procedure!

## Salon Website Builder

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### Keyword-rich content

We never forget about the SEO side of the business, so we make sure websites can be visible online through keyword-rich content. This improves search engine rankings, attracting more local customers!

### SEO optimized for local Google searches

Designed to get noticed on Google, we use local SEO strategies to boost the online presence of salons. With our website, beauty businesses attract nearby clients, appear in relevant search results, and get more bookings from customers with higher chances of returning!

### Reviews displayed on the website

Building trust and credibility, reviews are indispensable for a website that actually attracts customers. Authentic, visible feedback highlights positive experiences while creating a strong online reputation!

### “About Us” section

Clients become loyal if they know more about the team welcoming them and the values they hold. Salons can tell their story with a customized “About Us” section that creates a warm, welcoming online presence!

### Personalized domain name & hosting adapted to each country

How to make a hair salon website? Or a website fitted for any beauty business out there? After we have all the branding information, the keyword-optimized content, and the perfect images, we provide a custom domain name and hosting tailored to any country, so clients can find and access the website wherever they are!

### Unlimited changes

Services, images, content, or promotions, the online presence should always reflect the latest offerings. Our signature websites remain up to date with unlimited edits, changes and revisions made by the team whenever salons need!

### Integrated security features

TimeTailor protects the salon website and client data with built-in security measures. We prevent unauthorised access, malware, and data breaches, ensuring a safe and smooth experience for beauty providers and their clients.

### Web-integrated self-booking

Our salon management software allows clients to make appointments directly through the website 24/7 with “Book Now” buttons that are impossible to miss!

## Salon Website Builder

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### Regular maintenance included

Salon owners don't have to worry about technical issues anymore! We provide ongoing updates and maintenance, fix all problems, and maintain the performance of the website.

### Customized booking policies & salon rules

Clear, personal booking policies and salon rules are always displayed on the website, so clients know what to expect before making an appointment. They may look like this:

1. Clients may cancel up to 24 hours before the appointment
2. Deposit is refunded if cancelled at least 24 hours before the appointment
3. Deposit is forfeited if the client does not show up
4. More than 10 minutes late may shorten or reschedule the service
5. Services are not refundable
6. Children are not allowed
7. Phones should be on silent
8. We are not responsible for clients' belongings
9. Inappropriate behavior may result in refusal of service

## More Features

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### The TimeTailor team can insert your service menu for you

Being a business owner gets busy, so we take care of the manual work for you! Our team will import the entire service menu, complete with images and descriptions, to help managers save time and avoid errors.

### Available all around the world

Staying true to our promise to empower salon owners all over the world, TimeTailor can be used anywhere, anytime. Beauty providers can manage bookings, appointments, clients, and payments globally without worrying about where they live!

### Exportable data (CSV)

Salons can export their data in CSV format for reporting, analysis, or backup anytime!

### Knowledge base (video tutorials, written articles about the features)

Alongside our 27/4 customer support, salon owners also have access to a library of video tutorials and written guides explaining our features step-by-step!

## Coming in the Future

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### Entry & exit time editor

Salon owners can temporarily change the entry and exit times for employees on certain days if their usual schedule changes, making sure the calendar remains undisrupted!

### Buffer time between appointments

Buffer periods between appointments give staff time for preparation, cleaning, and breaks. This prevents scheduling conflicts, maintaining a stress-free experience for team members and clients!

### Block a client from booking again for inappropriate behavior

Salon owners can protect their environment by blocking rude clients from rebooking due to inappropriate behavior. This is a way to maintain a safe, respectful space for the team and clients!

### Printed receipts

Designed for in-store payments, printed receipts give clients a tangible record of their transactions while keeping the front desk professional!

### Automatically added X% VAT on service prices when needed

Salons can easily comply with tax regulations by automatically adding X% VAT to service prices when required!

### Family account (more customers with the same phone number, for kids)

Intended for families with children, a family account allows multiple clients to share the same phone number, making it easy for parents to schedule appointments for the whole family!

### Customized privacy options

Personal information can be protected with flexible privacy settings, such as hiding the phone number or other sensitive details for confidentiality!

### Features for mobile salons

Keeping our make-up artists and hair specialists in mind, our system can also be used by beauty professionals who have to go to their clients' houses or venues!

### Recurring appointments

Perfect for clients who visit regularly, salons can schedule repeat appointments set daily, weekly, or monthly in advance to save time!

## Coming in the Future

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### Waitlisting

An automated system that allows clients to join a waitlist for fully booked specialists or time slots and notifies them when an opening becomes available!

### Customized automated messages for a personal touch

Salons can create personalized reminders and automated messages tailored to their voice, brand image, and client relationships, delivering personal experiences!

### Inventory management

Inventory tracking helps salons stay on top of their stock. Managers can monitor product levels, their use, and prevent shortages and missed appointments!

### Services with variable duration and price depending on the staff member

Based on the team member performing the service, their experience, their seniority level, and how in demand they are with clients, salons can set different durations and prices!

### Tips for stylists

Salons can easily enable the option of adding tips for their professionals at checkout, whether they pay online or in person. It's a great way of rewarding team members for their exceptional work!

### Gallery section for the website

Alongside authentic reviews, the salon's best work should be showcased inside a dedicated gallery section filled with high-quality images of services and transformations meant to inspire and boost trust!

### Linked service with built-in processing time

Professionals can connect related services while accounting for processing time in their schedule. This feature is perfect for treatments that require waiting periods, maximizing productivity!

### Product selling

For salons, clinics, barbershops, and spas, selling retail products can boost revenue, so it's important for customers to have access to what they love. Track inventory and process sales at checkout or alongside other services!

### QR code for the website

A scannable QR code combines digital representation with physical promotions. Salons can share it on marketing materials and in-store displays to drive more bookings!

## Coming in the Future

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### **Multilanguage website**

A salon website that's available in multiple languages reaches a broader audience, catering to more clients, enhancing accessibility, providing the same booking experience for everyone, and promoting the salon across different target markets!

### **Multi-payment processing**

Salons can accept multiple payment methods in a single transaction, combining cash, card, gift cards, and vouchers for faster, more convenient, and customized checkouts!

### **Personalized favicon for the website**

A personal touch representing the salon's brand in browser tabs, bookmarks and shortcuts!