

**A** pyme  
comercio

**Boris Soler  
Hairdresser**

# Best practices study.

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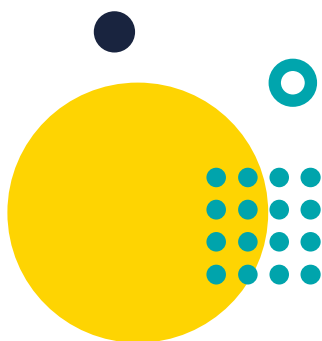
# Best practices study.

The best practices study aims to present a business success story in which a significant increase in sales has been achieved. To achieve this growth, two key strategies have been implemented: active presence in social networks and automation of internal processes.

Boris Soler is a well-known hairdresser located in Malaga. It stands out in its sector for its innovative character, being one of the first to establish its online presence through its website, since 2007. This strategy has contributed significantly to its recognition and commercial success, increasing even more thanks to its active presence in the different social networks.

The starting point for the development of this study was the identification of the concerns of SMEs in various sectors, which expressed their interest in how to establish their presence in social networks and how to automate internal processes, among others.

Throughout the study, we show you how this company has managed to grow its business and optimize its internal processes through the use of various tools.



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# Information about the company.

## WEBSITE >

www.borissoler.es

## YEAR OF FOUNDATION >

1993

## LOCATION >

C/ Cristo de la Epidemia 54,  
Málaga 29013  
(Málaga)

## NUMBER OF EMPLOYEES >

5

## TYPE OF COMPANY >

Limited Liability Company

## MAIN ACTIVITIES >

Hairdressing services

## SECTOR >

Personal and beauty services

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## Problem or need

It was identified that in order to achieve a growth of the salon it was essential to address two fundamental aspects: **increase the number of clients** and **improve the internal organization**. To this end, they considered it necessary to increase their visibility through social networks, showcasing the work done, as well as **automating several internal processes** to achieve **greater time optimization**.

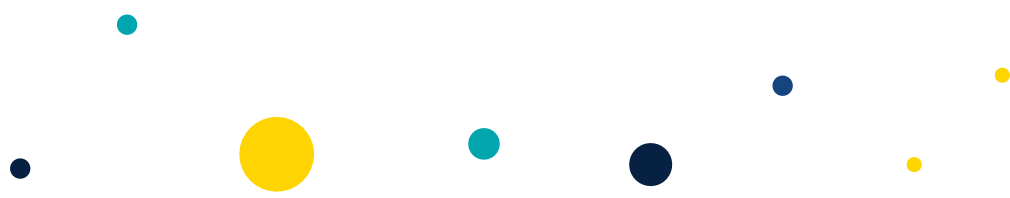
## Implementation process and solution

In its beginnings, the salon opted to document its work with clients and share it through a blog, complemented with daily tips.

When perceiving the interest generated by its content and the **rise of social networks** in recent years, the salon's strategy consisted of **diversifying the content on different social platforms** and adapting it to the preferences of users. From Boris Soler they highlight the importance of customizing content for each social network, not only showcasing their work, but also showing a more personal aspect so that users can get to know the people behind the business and feel a **connection with the brand**.

Implementing social media was a **natural and organic process** for the salon. They started with a blog and, through **experimentation and learning** about user preferences, discovered what **type of content** was **most appealing**. With the advent of new social networks, they were able to adapt while maintaining a **consistent brand identity** across all shared content.

In terms of **organizational improvement**, the implementation of an application marked a **significant change in the growth of the business**. This application housed the client database, provided a more organized agenda and allowed for the visualization of **invoicing broken down** by the different services offered, thus facilitating a more efficient management of the business.



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Currently, the use of this tool has been very effective. Once a client books her appointment, she automatically receives a **thank you message** on her cell phone, as well as a **reminder** one day before the scheduled appointment. This functionality has proven to improve customer satisfaction and has contributed to **greater internal organization**. In addition, thanks to this tool, employees can anticipate which customers they will serve and the services they need to perform, allowing them to **better plan** their workday and **optimize their working time**.

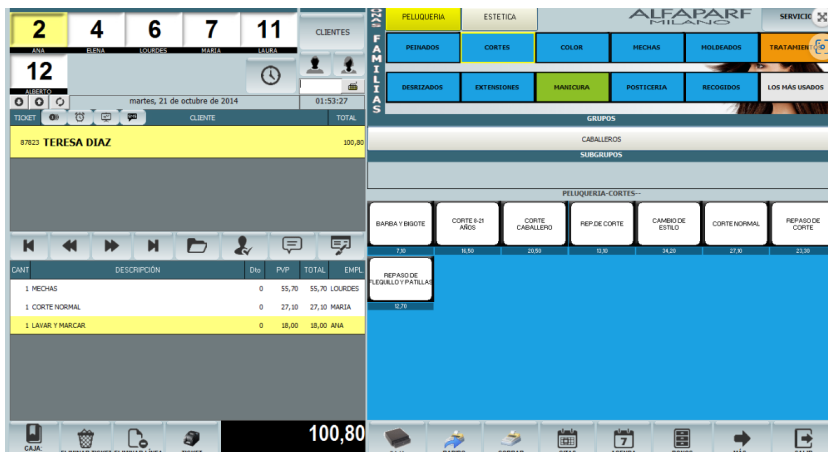
Given the growth experienced by the business in recent years and the **recognized popularity** achieved through social networks, managing such a significant volume of customers would be much more challenging without the support of these digital tools. Their implementation has been essential to maintain the **quality of service** and the **level of customer satisfaction** in the context of this successful growth.



*“The use of the management tool was a major change as it allowed for greater efficiency in the planning of appointments and services, which in turn resulted in an increase in productivity.”*

## Technologies or tools used

- **Redes Sociales** (YouTube, Instagram, Pinterest, Twitter, LinkedIn, Facebook y Tumblr) y **WhatsApp Business**.
- **Managhair**: This tool allows you to manage the different areas of the company. It makes it possible to manage customer **appointments** with ease, track **revenue**, control **stock** or perform all **operations** from a single screen, which then allows them to carry out various metrics analysis.



Source: Managhair.

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*“It is very important to adapt your content to the different social networks and show the person behind the work so that the client can create that identification of the company.”*

## Challenges or barriers

Nowadays, businesses face significant challenges in terms of gaining more visibility and improving efficiency to achieve greater productivity.

In this sense, for Boris Soler it was essential to show their work visually. Thanks to careful editing, they were able to highlight the results of their services, generating a positive visual impact on users, who came to try the service.

20-10-2014		DIA PARCIAL	MAÑANA	In Wait Manager
19:13:30	Junes			
Horas	ELENA 4%		MARIA 8%	
09:00				
09:30				
10:00				
10:30				
11:00			TERESA DIAZ-CORTE NORMAL	11:00
11:30	ROSA ROMERO-COLOR COMPLETO	11:30		
12:00				
12:30			ROSA ROMERO-CAMBIO DE ESTILO	12:30

Source: Managhair

On the other hand, managing appointments manually implied a greater dedication of time and coordination, increasing the possibilities of making errors in the planning of services and, consequently, a decrease in their quality.

## Results (Social media)

The growth of Boris Soler hair salon's business has been based on providing the social media content that customers demanded and making sure that the service reflected in the posts is delivered when customers come to the salon. They have been attentive to the preferences and requests of their social media followers, offering relevant and engaging content that aligns with customer expectations.

This has generated greater interest and engagement from the online community. In relation to social networks, the business has managed to reach more than 200 thousand subscribers on YouTube and 50 thousand followers on Pinterest. These figures reflect the high interest of users in the salon and its services.

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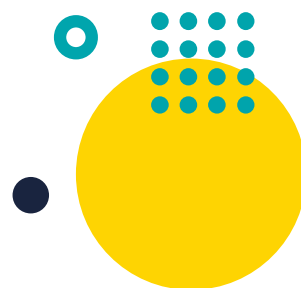
## Results (Automation and CX)

On the other hand, the use of an organizational tool such as *Managhair* has allowed them to optimize their work time, facilitating the scheduling of appointments, client management and the organization of services. This tool has also provided them with **real-time metrics** on invoicing, allowing them to have a detailed follow-up of the revenue generated by the different services they offer.



Notably, automation has improved the **customer experience** by sending appointment reminders and optimizing internal organization. In addition, thanks to the analysis of metrics, they have been able to **adjust their service offering according to customer preferences**, increasing the attractiveness of the business. These advances have driven Boris Soler's successful growth in a **highly competitive market**.

**The best practices study has shown that the combination of a strong social media presence and the use of organizational tools is key to driving growth, improve productivity and remain competitive in today's market, especially in the service sector.**



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# Acelera *pyme*

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