

A black and white close-up portrait of Alexander Herzberg, a middle-aged man with a slight smile and a light beard. The image is split diagonally from the top-left to the bottom-right, with the top-left portion being white and the bottom-right portion being a light gray. He is wearing a dark, collared shirt.

Interview

**Alexander Herzberg**

# SOFTWARE TRENDS IN THE BEAUTY SECTOR

Alexander Herzberg

What are the trends for hairdressers and estheticians - what has changed?

The trend has changed significantly in the hairdressing and cosmetics sector. Customers value great service, great ambiance as well as highly educated and qualified employees. It is visible that owner-managed businesses are strongly gaining customers. Salons with a recognizable concept are reaching and winning new customers and have a higher frequency of visits.

The owner is present in the salon and is interested in perfect customer services. The customers are willing to pay a higher price for a perfect service. As I said, the service must be on a top level... It is comparable to a gourmet restaurant. If everything is on top level, the ambiance, the service, the professionalism of the employees, the price is not that important. This is exactly the way it works in a hairdressing or cosmetics salon.

# DIGITALIZATION IS ON THE RISE

Alexander Herzberg

Technology/ digitalization and automation are on the rise. Where do you think it makes sense to use this technology in hairdressing and cosmetics?

The probability for robots cutting our hair in future approaches zero. However, a certain digitalization in the salon is useful, helpful, and necessary. The customers are also expecting progress in the salon.

The customers are searching daily for information about trends and new hairdressers at webpages, twitter, facebook, etc. Nobody would have thought about that in times of advertisement in local newspapers.

Everything is online and linked... This is also valid for the organisation in hairdressing and cosmetics salons. Online appointment scheduling services are a must for every salon in the future. The customers are expecting these services from us... It is also helpful to send appointment reminders via automated SMS messages to the customers. This avoids customer defaults and ensures salon capacity.

# THE cloudCISolutions® SOFTWARE

Alexander Herzberg

You are familiar with our product: Where do you see advantages and what do you think is useful and supportive in the cloudCISolutions® software?

As a salon owner and entrepreneur I consequently have to think and act more entrepreneurial. cloudCISolutions® ideally supports me in that. I can send promotions to my customers via App, SMS, etc. to increase the number of visits. I can network all my salons, manage them and have optimal transparency for all my employees. Customer relation is very important, in particular in the salon business. Therefore, the CRM Promo App works ideally.

Important for me is that the salon profession as well as the customer visit remains a personal beauty experience. This will never work without a dedicated staff; and that is good that way.

The business is one of the few professions where humans, manual services, trends, conversations and emotions are key... Robots cannot provide that...

# SALON IMPACT

Alexander Herzberg

What has changed, since you are using the cloudCISolutions® software modules?

I feel saver in handling data and numbers. The system supports me in identifying weaknesses. Where am I strong, what do I have to improve within my salon. There is a broad spectrum starting from the number of customers per day, percentage of colouring to the retail revenue per employee.

Hereupon I can react properly: For example, by offering trainings on important topics to my employees, or supporting business, e.g. generating social media promotions for my salon. I have better transparency in my salon. This is very important. Many other salons don't have that and are "flying blind" every month, so to speak.

I prefer to fly on "autopilot"...

# THIS IS ALEXANDER HERZBERG

Business-coach, salon owner and ex-manager of the US-Company Procter & Gamble.

„Great people, great business – things don’t work without strategy – and they definitely don’t work without employees!“

