

KEEP YOUR CLIENTS ON TRACK

WITH OVER 30 YEARS IN HAIRDRESSING, TRACEY AITKEN WAS LOOKING FOR A WAY TO GIVE BACK TO THE INDUSTRY. WHEN SHE MET TECH EXPERT, DAVID CARBONI, IT ALL CLICKED. TOGETHER, THEY DEVELOPED THE INNOVATIVE APP HAIRTRACKER TO HELP STYLISTS EVERYWHERE..

“REMEMBERING DETAILS ABOUT YOUR CLIENT, NOT ONLY ABOUT THEIR HAIR CUT AND PREFERENCES, BUT ALSO ABOUT THEIR LIFE IS ESSENTIAL WHEN BUILDING RELATIONSHIPS.”



While the industry is constantly evolving, you might be surprised by the number of stylists and salon owners keeping client records on paper. Using her industry experience to identify an untapped opportunity, Tracey – who has already won an Innovate UK award for HairTracker - realised there wasn't a digitalised solution for stylists to move their records online.

“Personally, I thought it was ridiculous,” Tracey told us. “I'd been a hairdresser for 30 years, yet I was still using paper record cards. Once I realised, I thought ‘stylists deserve better’, especially in this modern, digital world. I looked for digital record cards, and couldn't find any and I thought, ‘This is absolutely brilliant’.

“David and I decided to put our heads together and come up with a solution. Remembering details about your client, not only about their hair cut and preferences, but also about their life is essential when building relationships. And in this business, relationships are everything.”

David added: “The big thing for us is streamlining the process of keeping records and creating a solution to the little frictions you have as a stylist.”

But what exactly is HairTracker? And what can the app offer you? Tracey said: “When you sign up for HairTracker, you get a great tool that's designed for the stylist, including the option to create a digital log of your clients and all their basic information, contact details, colour formula, cutting techniques, shopping list and reels you save from social media”.

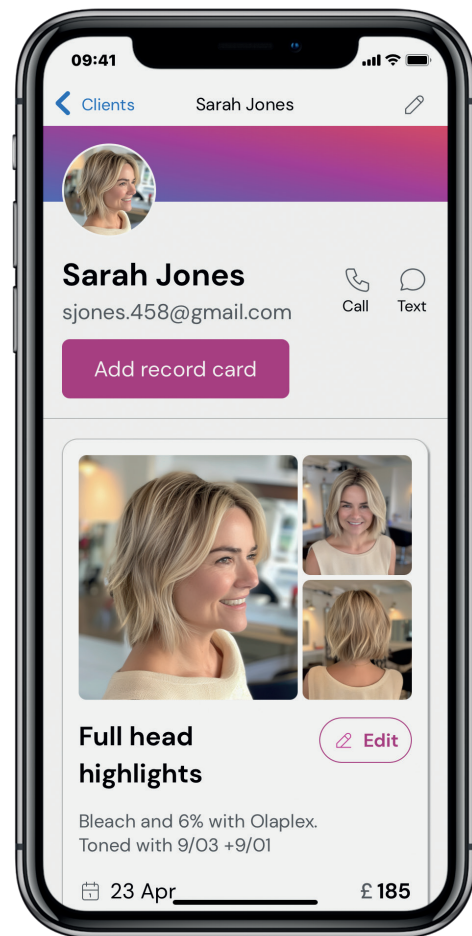
“The app also gives you access to the HairTracker digital community, a private group where stylists can ask questions, and for advice and inspiration, right from the app.”

“The idea is that when your client comes in for their next appointment, you can easily look at their profile, see exactly what colour and cut you executed and the price you charged. We encourage the stylists to add photos too so it can act like a visual diary, where you can add notes about your clients to give a more personalised touch to your service. Now, you can have all these details right there in the palm of your hand, wherever you are!”

David continued: “We know many stylists are self-employed, freelance, and/or mobile so having an app with all your client information can be very helpful, plus it's always a bonus knowing that you're in control of your own data.”

For more information, visit hairtracker.app or download HairTracker on the App Store.

 hairtracker



DIGITAL RECORD CARDS



ALL ABOUT THE STYLIST



SCAN TO DOWNLOAD

