



**90%+**

Customers opted in for Uzeli's reward program



**34%**

Revenue increase in 5 months

Mastering Salon Growth:

# The Threading Place's Uzeli Success Tale.

**10**

Locations implemented Uzeli within a week



The Threading Place (TTP), established in 2008 in Boston, Massachusetts, specializes in the ancient art of threading, a hair removal technique rooted in the Middle East.

They offer a gentler alternative to waxing, especially for sensitive skin, the salon ensures precise facial hair removal using just a thread.



**The Threading Place seamlessly integrates loyalty programs across all branches, boosting revenue by 34% in 5 months.**



With a keen focus on individual preferences, they provide services ranging from eyebrow shaping to full-face threading, ensuring clients depart with enhanced confidence.

# The Challenge



## Loyalty Card Limitations

Traditional punch cards were often forgotten or misplaced by TTP's customers.

## Rapid Expansion & Loyalty Unification

TTP's growth to ten locations demanded software that unified loyalty across all branches.

## Onboarding 30+ Artists

With 30+ artists across its network and most not tech savvy, artists needed to be brought up to speed in a matter of weeks.



## Transparency on Cash Transactions

The management was concerned about the lack of transparency on cash transactions.



## Software Selection

Amidst many options, TTP aimed to find a salon software blending simplicity with flexible functionality.

# The Solution



## Loyalty Card Limitations

Recognizing the limitations of traditional punch cards, Uzeli transitioned TTP to a digital loyalty system. This innovative approach meant customers no longer had to worry about physical cards.

Instead, they could access and manage their loyalty benefits directly through a digital platform, reducing the chances of forgetting or misplacing their rewards.

## Rapid Expansion & Loyalty Unification

To address TTP's rapid growth and the need for a unified loyalty system, Uzeli rolled out a comprehensive multi-location rewards program.

This system not only tracked and managed loyalty points across all branches but also ensured that customers could earn and redeem points effortlessly, regardless of which location they visited.

## Onboarding 30+ Artists

Uzeli was designed with user-friendliness in mind, making it ideal for TTP's diverse team. Beyond its intuitive interface, Uzeli provided extensive training resources and dedicated support.

This ensured that even those who were not tech-savvy could quickly adapt to and efficiently use the software, streamlining the onboarding process.

## Software Selection

Amidst a plethora of salon software options, Uzeli distinguished itself by perfectly balancing simplicity with flexible functionality. It was tailored to meet the unique demands of salons like TTP, offering a suite of robust features without compromising on user experience.

This made Uzeli the ideal choice for TTP, addressing their need for a software solution that was both powerful and easy to use.

## Transparency on Cash Transactions

Uzeli tracked both cash and credit card transactions and about 90% of all customers opted in to Uzeli's rewards program. TTP used Uzeli to identify customers who hadn't returned in a while and send them automated texts as a result of which they grew 34% in just 5 months.



# The Result

The Threading Place was able to introduce Uzeli to all 10 locations in a matter of a week and onboard all the artists even faster. Here are some revolutionary results they saw:

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Onboarding 30+ non-tech savvy artists in few hours



90%+ opted in for Uzeli's reward program



Implementation across 10 locations within a week



34% revenue increase in 5 months



Increase in retention due to automated ads



Transparency in all cash and credit transactions

## **“Uzeli is a great salon software with a rich set of features.**

Uzeli provides a great customer experience from sign-in to checkout. This along with Uzeli’s digital loyalty rewards program has helped us grow our loyal customer base. Furthermore, Uzeli’s automated ad campaigns have been very effective in reaching out to clients, bringing them back more often. Real-time access to reports from our phones keeps us informed around the clock. ”

Shiva Shrestha  
President, The Threading Place



# Thank you.

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