

Brown Sugar

Company

Brown Sugar is one of Ireland's leading Hair & Beauty Studios. They have 5 locations in Dublin and are at the cutting edge of hair and beauty in Ireland winning numerous awards for their makeup studios, female & male Salons.



Requirement

Brown Sugar required a new Telephone System to allow them to take calls for all 5 locations as one. This would allow calls to be handled in any location to reduce lost business.

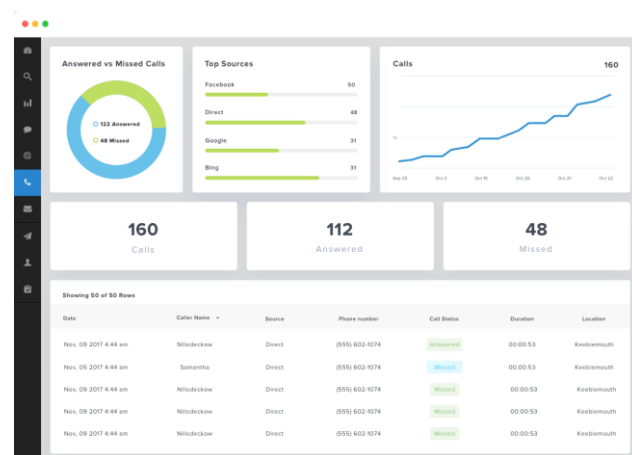
A key component was to be able to see the name of the client on screen before answering the call to ensure a much better personal touch & customer service experience.

Solution

From the outset Clear Connections worked closely with company owner Mark & Salon manager Ian to build the system to the specific requirement for the customer. The system allows Brown Sugar to handle multiple calls over all their 5 sites with the professional service that has become synonymous with the Brown Sugar brand.

Calls are now routed to our central hosted platform and have grown with each additional site has been added.

Missed calls in particular are a key component of the Solution highlighting (excuse the pun!) lost appointments, which in turn equates to lost business and revenue.



We have saved Brown Sugar €1,000's in confirmed appointments over the years.

Brown Sugar have been clients of Clear Connections since 2010.

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