



About YLG

YLG Salon and Spa was founded in March 2008 by a group of professionals with a vision to build a long-term beauty business which adds great value to its customers. Head quartered in Bangalore, YLG seeks to make a huge difference to the way the business is conducted, the level of skill and professionalism and for its customers, they aim to "Unlock Your beauty".

YLG opened its first salon & spa in January 2009, and currently operates 14 salons in Bangalore. They are expanding to other regions and would open up 70 salons in the next two years.



About Rahul Bhalthandra

"Our partnership with Wondersoft has helped us to actually get to know our customers better. The CRM engine built on top of the existing retail server configuration has enabled us to register, keep track of every single customer and her visits, service preferences, and connect with her via sms, which is great for reducing our customer retention costs."

"The design of the system enables us to keep real time track of what is happening at each one of our stores, customer usage patterns, and sales. I would not hesitate to say that our relation with Wondersoft has resulted in very high ROI for our IT investment, and we are happy to recommend wondersoft to all retail ventures."

Why Wondersoft

YLG wanted a solution that can scale with their scaling of their operations. In their evaluation, they understood that Wondersoft web based solutions were the right fit for the slated challenges and the stated needs. Moreover, other than the base product, Wondersoft was able to provide solutions to their other unique requirements.

eShopaid is easy to use, affordable software, takes less time to train users and requires minimum support. Being an integrated application, YLG also gets the advantage of managing everything from a single system.

Case Study

YLG MOBILE POS

The Challenges

YLG offers multiple membership schemes to its customers, and is the first to offer unlimited usage of a service for members. A customer could be a member of multiple schemes at the same time, could also visit any of the salons in the network, and would still expect the service providers to have complete information about her details, preferences, likes and dis-likes.

Identifying members correctly, getting customer feedback, and avoiding misuse of member status were other challenges. The products for the salon were purchased centrally, managed at a warehouse and distributed to the stores, while the products for the retail chain were purchased directly from vendors.

Other than the services, each salon retails health & beauty products, which need to be managed. The retailing operations were conducted in a different entity. It was a major task of tracking inventory as fractional quantities of multiple products are consumed in each service.

The Benefits

Although there were two companies, the interface for service and retail billing was kept the same for user convenience. The user works on the application as if it's a single company. Every salon has a dual touch-screen setup, one for the operator for integrated touch POS, and the other for customer feedback. The customer feedback is compulsory and is part of the billing process. The customer feedback has been used well to incentivize employees and also to know the areas which need improvement. There is a bill of material associated with every service, based on which inventory reduction takes place. A monthly stock audit is also done using the stock audit module.

With the integrated SMS module, every customer immediately gets an SMS on completion of the services and bill generation. With access to live inventory levels at the stores, it has been possible to maintain optimized inventory levels. With auto indent (considering min-max levels) and warehouse management modules, the store stocks were replenished automatically. Products were also classified into put-away, cross-dock, direct-store- purchase. It's a single application, right from the head office to the warehouse and stores, and user training saves on costs and is easily done. With eShopaid, the management team has total control of the business from anywhere and everywhere.

There is no IT team, but still every detail is readily available for the core team, be it online pivot-tables, dash boards or reports. Biometric identification of the customer is in trial currently at a few salons, to make it easier to identify members.

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About Wondersoft

Wondersoft was established in the year 1996. With over 100 employees and its head office in Chennai, Wondersoft focuses on unique and innovative solutions for retail and distribution businesses. Wondersoft has over 6000 satisfied customers in India and abroad across various segments. The key differentiator for Wondersoft is that they are also functional experts in the domain, other than IT. The founders are running their own retailing and distribution businesses since the last 5 decades. The first outlet of the founder was automated way back in 1986. They have constantly upgraded our technology, and are among the few in the industry to have their current version of our products in the latest .Net technologies.

Wondersoft are also pioneers in complete automation of import/export cargo operations for the Airports Authority of India, and executed the prestigious project at the Chennai and Kolkata airports for over 14 years.