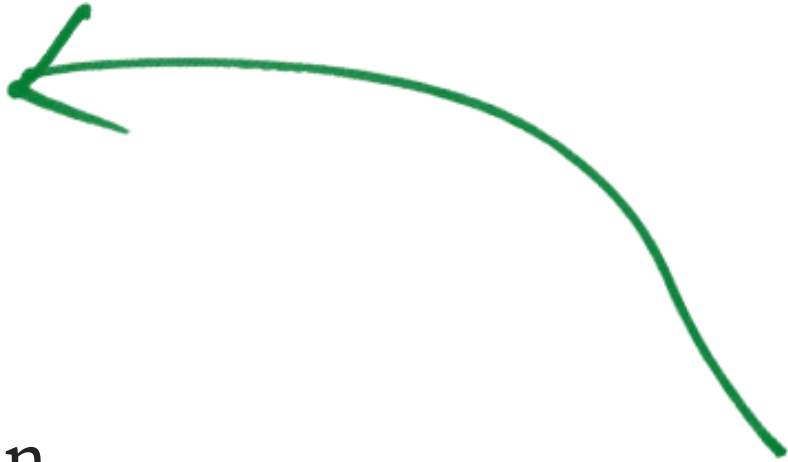




A Customer Driven Product Story



Patrick Monaghan

Chief Product Officer, Phorest Salon Software



An Intro

Engineer turned Product Exec

CPO at Phorest

Startup Coach, advisor, board member

Telecomms, Analytics, Consumer apps,
Travel and Airlines, Consumer services,
SMB product and B2B SaaS



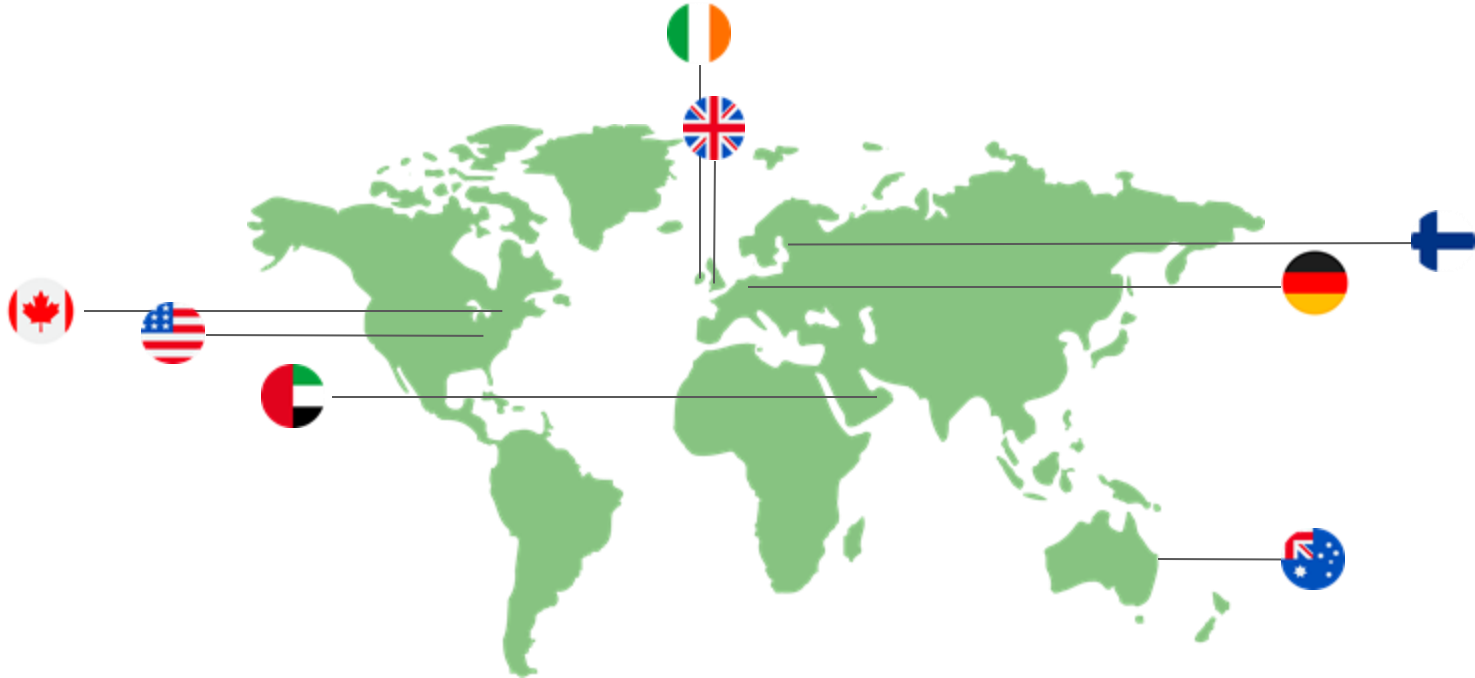


Phorest

A Global Presence

Phorest operates globally: the UK, Ireland, US, Canada, DACH (Germany, Austria, Switzerland), Finland, Australia, UAE

Phorest Netherlands just launched in 2024 also



Our Mission

Our Mission is to empower and inspire salon, spa and aesthetic clinic owners to:



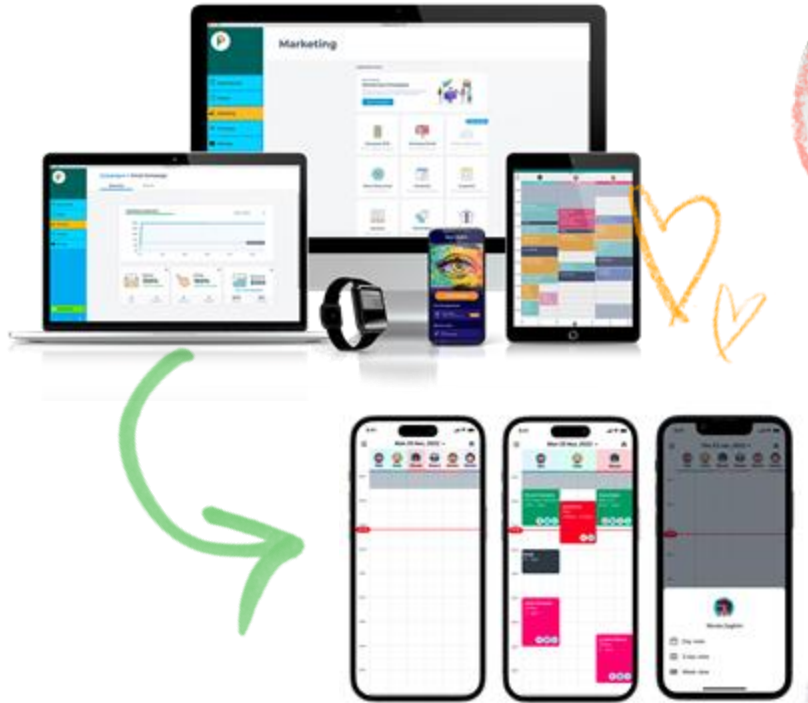
Grow fantastic businesses



Attract loyal clients & talented staff



Reach their full potential



Booking and Marketing Tools

Scheduling, consumer tools, back office and marketing all in one



Staff Goals

Empowering staff to drive your business forward



Reporting

Get a birds eye view of your business and what trends you need to watch



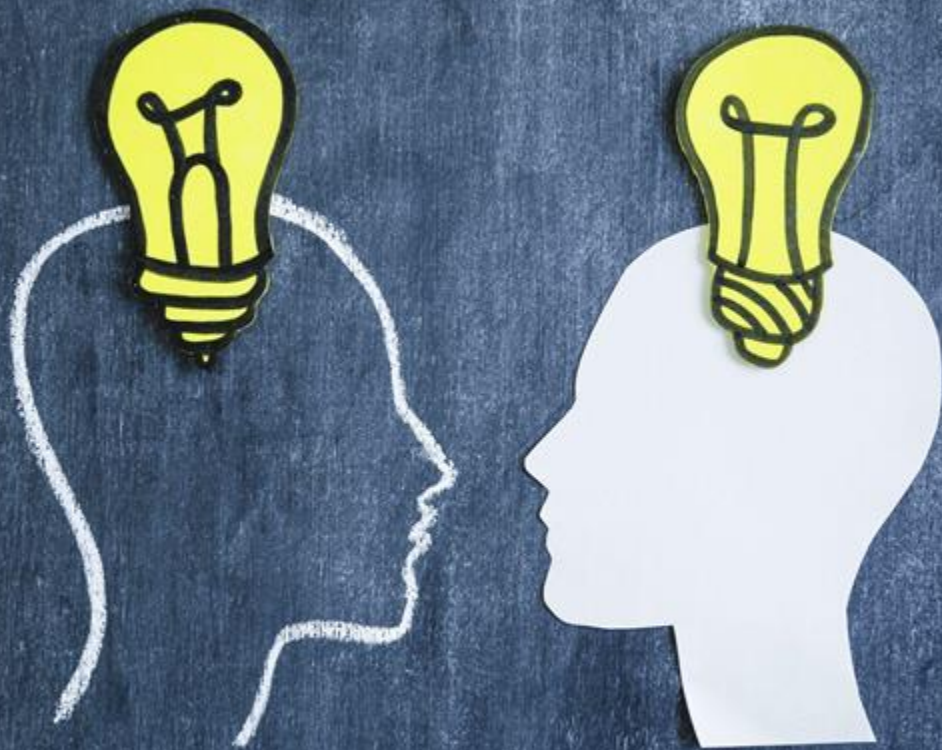
Marketing

Engage your clients and grow your business





A Sustained Competitive Advantage



Deeply
understanding
our customers.





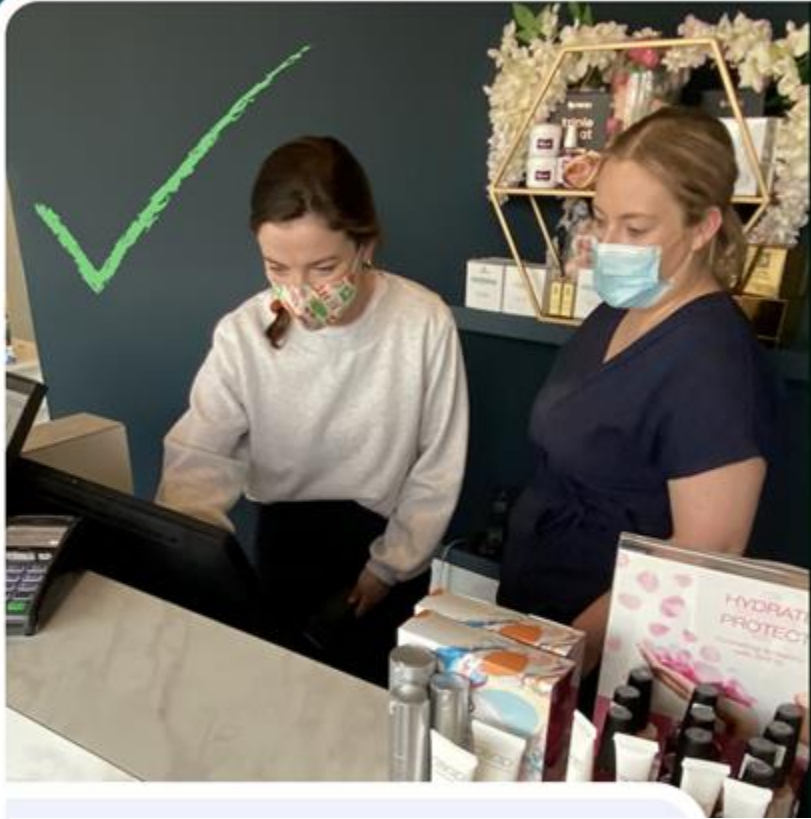
How?

Make customers part of our culture



**In their
shoes.**





Work the front desk



Check out their back office



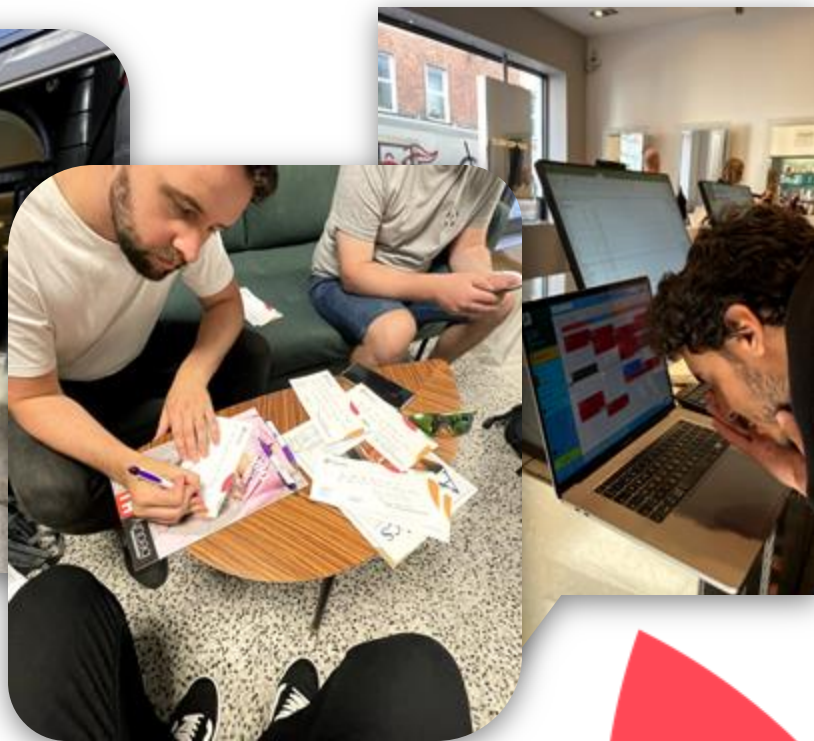
JD had a whoopsie





Lots of visits and calls

Prototypes - Usability testing



Then what..



Deeply Understand their Problems
Embedding into their world



Inventive Solutions with talented teams
Build solutions made for their problems



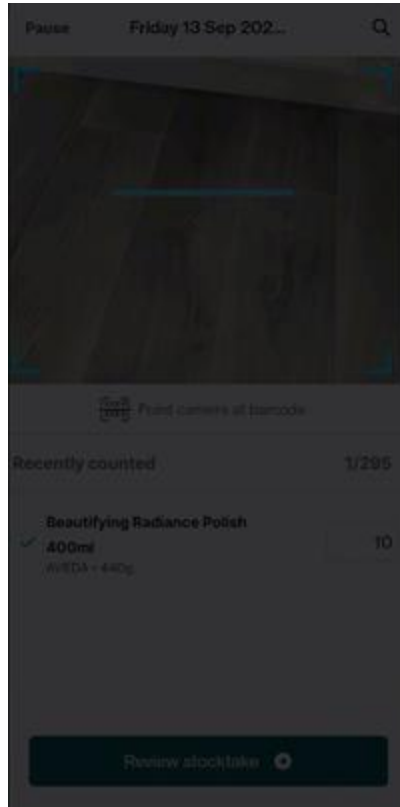
Iterative and Co-Creation
Deeply understand if and how it works

Examples



Marketing Tools

Activity based, Dyslexia, Portfolio, Fallback



Stock Taking

Simple barcode scanning
Flow Support



Advertising Platform

Industry first targeting and ROI engine

Online



In Salon







Verified by
Phorest



Online

An icon of a hand holding a smartphone. The screen of the phone displays a red grid pattern, and a green checkmark is visible in the top left corner of the screen.

In Salon

An icon of a storefront with a red and white striped awning, a white door, and a window with a blue diagonal line.



The Results

Drum roll please

External

Inbox x



Heather Manuel <heather@weareneatbeat.com> Wed, Nov 20, 2024, 4:32 PM



to me, Edyta, Jacob

I thought you guys would like to hear how our ads are going.

BECAUSE THEY ARE INSANE.

From 9/25-11/19 (8 weeks)

Total spend: \$1,215

Total Bookings: 226

Total Revenue: \$24,034

ROAS: 19.8X

These numbers give me chills and they're hard to believe! This is absolutely game changing! Pat yourselves on this back for creating something like this for your customers, I'm so grateful!

—

Creator of Neatbeat Salon LLC

Creator of PIP University LLC

Positively Impacting People,

Heather Manuel



Phorest

They Feel Heard

"I love working with a company that listens to their customers and creates exactly what we need"

Pendo APP 04:24
New NPS Response

NPS Score: 10
Comments: Most caring software company about our business and needs!!

Pendo APP 03:26
New NPS Response

NPS Score: 10
Comments: Phorest is so much more than a software company. Phorest is invested in my salon's success and provides great tools to assist that!

Pendo APP 20:15
New NPS

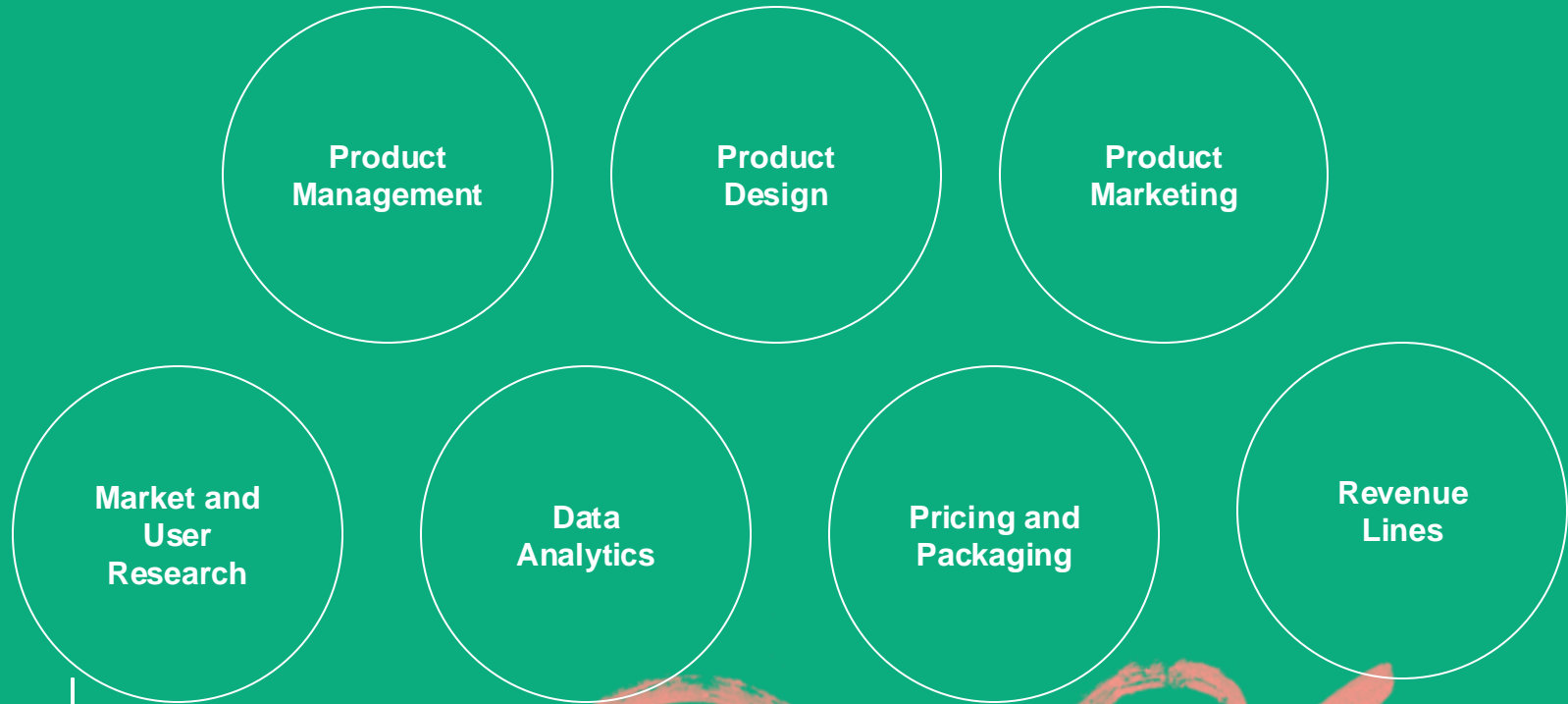
NPS Score: 10
Comments: The Phorest team aims to please. I love working with a company that listens to their customers and creates exactly what we need to continue to better serve our team and our customers.





Evolution

A Customer Lead Pattern





Takeaways

Takeaways



In their shoes
Work a day in their life



Weekly Interactions
Discovery calls, group calls and visits



Ask : What would a customer say?
Make this part of your day to day



Thank You

paddy@phorest.com