

Great Grooming Meets Rich Communications at The Headgame

Men's hair salon depends on Cisco Small Business solutions to build friendly, customer-focused environment.

EXECUTIVE SUMMARY
THE HEADGAME <ul style="list-style-type: none">• Industry: Hair care• Employees: 10• Location: Roseville, CA
CHALLENGE <ul style="list-style-type: none">• Provide responsive, reliable phone and network communications inside and outside the salon.
RESULTS <ul style="list-style-type: none">• Secure, feature-rich communications enables more responsive, personalized service, and boosts employee flexibility and productivity.
SOLUTION <ul style="list-style-type: none">• Cisco Small Business Unified Communications 300 Series delivers integrated data, voice, and wireless in one easy-to-use package.

Challenge

Based in Roseville, California, The Headgame is a men's hair salon that is focused on offering an enjoyable, comfortable environment for clients.

"We want to provide a space that doesn't feel like a women's hair salon, where men can come in and relax in a fun, down-to-earth environment," says Tara Rodgers, owner of The Headgame.

Good communication and smooth-running business processes play an important role in maintaining a positive atmosphere at The Headgame. When the small company began experiencing problems with its phones, PCs, and Internet connection, Rodgers and her team became concerned that customer service was being affected. The salon's aging analog phone system used two separate phone lines, making it difficult to transfer calls to the right person. The system also lacked features

such as music-on-hold, automated attendant, and other essential business functions.

"We didn't have Caller ID, and when we placed a caller on hold, they only heard silence," says Rodgers. "We also had no paging system – just the ability to answer phone calls, and nothing more."

The company's computer network was also hampering operations. The wireless access point had no security, and unauthorized users were slowing down Internet performance and business processes.

To meet its commitment to customer satisfaction, The Headgame needed a communications solution that would provide the advanced phone communications, network security, and wireless connectivity the salon required, at an affordable price. The solution would have to be easy to set up and manage, yet provide plenty of flexibility to support new features when business needs changed.

Results

To power the rich phone and Internet communication its employees and clients needed, The Headgame turned to SOS, a Cisco Certified Partner. SOS recommended the Cisco® Unified Communications 300 Series System, which delivers secure data, voice, and wireless in one easy-to-use package. Choosing the Cisco solution has quickly enabled The Headgame to take advantage of intelligent call handling to provide more responsive service to clients.

"The Caller ID function has actually saved us a few times," says Rodgers. "If a client is calling on a cell phone and the line drops, we can look up the number and call them right back. Our customers think that is pretty cool. Caller ID is also helpful in case an employee accidentally jots down an incorrect phone number. We can go back, check the call log, and correct that."

Rodgers is also activating the solution's built-in automated attendant, to provide a more interactive, customer-focused experience for callers.

"I'm excited about using the automated attendant feature," says Rodgers. "On busy days we might have multiple calls coming in, and many of them might go unanswered. That's obviously not good customer service, or good for my business. With the Cisco solution, calls come in, are placed on hold, and delivered to me in the order they are received. While a client is waiting, they will be able to learn about new services or special offers we're promoting."

To improve service for customers who are waiting at the salon, Rodgers and her staff are using the paging system included in the all-in-one Cisco solution.

"We really like the paging feature," says Rodgers. "In the past, if a client came in for an appointment and a stylist was on a break, I would have to walk from the front desk to the back of our business, and risk leaving other customers unattended. With the new Cisco solution, I can just push a button and page an employee to let her know that the client is here."

The Cisco solution also provides built-in wireless networking, which lets busy clients take advantage of secure Internet access while they are in the waiting area. The result is more productive, loyal customers.

"We serve a lot of business professionals here, and they keep working even when they come in to get a haircut," says Rodgers. "Wireless access is the first thing they ask me about. They love having the option to use their laptops to catch up on work while they are waiting for an appointment."

After hours, the solution helps safeguard the salon and employees by connecting to the company's Cisco Small Business video surveillance cameras.

"With our old system, we had not been able to access our cameras for some time, and I was concerned because my daughters usually work the closing shift in the evening," says Rodgers. "Being able to check in, see what they are doing, and make sure they are safe is great."

"Once I saw the Cisco solution, I couldn't imagine using another communications system. I just feel secure. And that's important when you own a business."

– Tara Rodgers, Owner, The Headgame

Solution

The cornerstone of The Headgame's communications solution is the Cisco Unified Communications 300 Series, which is designed and priced for small organizations. This simple, complete solution is easy to use, and delivers all the phone and network communications that companies need.

SOS worked closely with The Headgame to learn about its business requirements and installed a complete Cisco solution to bring all of its employees together on one network.

"We were able to put in multiple phones, shared lines, music-on-hold, and Caller ID as part of one solution," says Neil Morgan, systems consultant at SOS.

To enhance performance, security, and mobility, the salon added Cisco Small Business Pro AP 500 Series Wireless Access Points. These feature-rich devices complement the solution by facilitating wireless guest access and voice roaming.

"Our solution also includes wireless networking and support for wireless voice," says Morgan. "Even if a part of the office doesn't have Ethernet cabling, we can use wireless to connect the phone to the network. Our Cisco solution uses quality of service (QoS) to prioritize voice traffic and maintain high quality."

Setting up the system was simple, thanks to the easy-to-use web-based interface.

“We opened a browser, clicked a few boxes, and we were able to make the system secure and set it up with the three levels of access that The Headgame needed,” says Morgan.

PRODUCT LIST

- Cisco Small Business Unified Communications 300 Series
- Cisco Small Business SA500 Series Security Appliances
- Cisco SPA500 Series IP Phones
- Cisco Small Business AP 500 Series Wireless Access Points

To protect the salon’s network from hackers and other Internet threats, SOS added a Cisco SA500 Series Security Appliance. These all-in-one devices combine firewall, virtual private network (VPN), and optional intrusion prevention system (IPS), email, and web security. With the combined Cisco solution, employees working outside the office can use VPN technology to securely access any networked resources in the salon they need.

“Before we had the Cisco solution I was doing a lot of driving back and forth to update daily sales information and other financial data in Intuit QuickBooks,” explains Erika Demos, bookkeeper at The Headgame. “Now all of that driving time has been cut out. It’s quick and easy to get direct access to the data I need from my home office, any time I need it.”

With its powerful Cisco solution in place, The Headgame can enjoy total peace of mind in knowing that its employees and customers can take advantage of safe, effective communications inside and outside the office.

“Once I saw the Cisco solution, I couldn’t imagine using another communications system,” says Rodgers. “I just feel secure. And that’s important when you own a business.”

For More Information

To learn more about the Cisco solution, visit www.cisco.com/go/smallbusiness or contact your authorized Cisco salesperson.



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