

August 2009

Press Release

identity>the>salon
open up online appointment diary exclusively

Identity The Salon, the Stretford Mall based salon has brought client service a step higher with the introduction of its new online booking service. Unlike many other similar type of booking systems, the new web based appointment book guides the client through the process seamlessly advising both time and price as you progress. There is no call back, simply a confirmation email making appointment booking effortless.

The process also extends to the social networking 'facebook' site where the salon also have a 'Fan page'. On the salon's growing fan page, there is also an option called 'Book Me' that redirects to the new online booking system also. This is a first for Manchester and most parts of the country as the new technology has been invented and tested by 'Shortcuts Software', one of the hairdressing industry's technology providers. The move has caught the eye of the hairdressing industry press also.

Identity>the>salon is the brainchild of Richie McPherson and has just celebrated its 2nd birthday. Stretford Mall was a carefully chosen location, providing quality, chic hairdressing without the price tag. The salon over the past two years has been known for its charitable efforts including their infamous Children In Need campaign. The salon recently achieved a 5 star rating from The Good Salon Guide.

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For further information or images please contact Alastair J Gourley, Identity PR,
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Additional information:

Facebook group:

<http://www.facebook.com/pages/Stretford-United-Kingdom/Identity-The-Salon/34508749646?ref=ts>

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www.identity-thesalon.co.uk