



Features & Benefits

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Rosy Salon Software

Powerful, Trusted, Loved Salon & Spa Software

Rosy Salon Software is the first cloud-based salon and spa scheduling and management software. Designed by former salon and spa owners, this comprehensive suite of scheduling and business tools offers features that are created exclusively for salons and spas.

Rosy understands the unique needs and workflow of salons and spas and offers management solutions to help any business size succeed. Secure hosted internet cloud technology provides unlimited power and flexibility – in one affordable, easy-to-use salon and spa software application. With Rosy, day-to-day processes are streamlined and operations automated, increasing sales and client satisfaction and loyalty.

The Features

Rosy's features include everything from scheduling to checkout, communications to reporting, and everything in between.

Appointment Scheduling

It takes just a few clicks to book appointments, efficiently work out plans for multiple appointments, access client history, and personalize reminders. This intuitive appointment scheduling software has features that include double booking, enhanced workflow, managing cancellations, and the ability to access schedules from anywhere.

Online Client Scheduling

Designed to increase overall productivity and offer customer convenience, Online Client Scheduling allows salon and spa clients to schedule appointments directly from the business's website, Facebook page, or Mobile Web App.

Book Through Social

With complete Facebook Integration, Rosy lets clients schedule appointments from the

salon or spa's Facebook business page. Potential clients can also book services through Google Search and Google Maps.

Mobile Web App

The responsive design of Rosy's Mobile Web App enables salons and spas to create a gorgeous site with a beautifully custom-branded homepage that clients can access from any device. The app allows clients to schedule appointments and reserve products directly from their phone, tablet, and desktop.

Text & Email Communications

Salons and spas can communicate with clients without the hassle of making confirmation calls. Rosy automatically sends a text message reminder hours before and an email and text confirmation days before every appointment. The salon or spa decides when to send these communications with a simple one-time setup. This process is designed to eliminate no-shows and late arrivals. Rosy will also send text messages to staff to alert them of new or changed appointments.

Mobile Access

Owners and managers can work remotely and access their data from any device, any time, and from anywhere with Rosy's Mobile Access.

Curbside Check-In

Easy and streamlined, Curbside Check-In offers clients a safe way to check-in for their appointments. Done via text from the safety of their car, the status color of the client's appointment changes on the salon or spa's schedule, and the service provider receives a text notification.

Point of Sale

Rosy offers fast, simple, and hassle-free checkout. Salons and spas can access client information, ring up sales, manage their cash drawer, gift cards, and process payments with Rosy's powerful Point of Sale. Integrated credit card processing and suggestive selling offer the perfect ending to a great salon or spa visit.

Integrated Credit Card Processing

A payment processing solution for salons and spas that won't break the bank, RosyPay offers guaranteed low rates with no hidden fees. Rosy's integrated credit card processing provides flat-rate processing at 2.65% or will beat current rates to provide options for all business sizes.

Product Reservations

Powerful suggestive selling via Rosy's Point of Sale automatically recommends products to clients based on their service and retail history. The client can then reserve these products to pick up at their appointment. This Product Reservations feature helps increase sales and informs salon and spa owners or managers about what products to order.

Inventory Management

Based on preset parameters, Rosy helps keep retail shelves stocked while reducing inventory costs. For easy setup, mass updates allow all inventory information to be added at one time. The system maintains a continuous, accurate track of every product. It adjusts the inventory figures each time a sale is made, a return is processed, or a new shipment is received. Alerts are sent when the product is running low, which saves time, helps spot sales trends, simplifies order processing, and maximizes product sales.

Touch-Free Retail

Salons and spas can compete with online retailers while offering their clients a touch-free shopping experience. Rosy's integrated eCommerce provides custom-branded online stores where beauty professionals can offer a variety of professional products without the overhead or having to worry about shipping.

Dashboards

This role-based dashboard delivers highly personalized guidance using real-time client data. Beauty professionals can monitor business performance and discover product education and creative suggestions.

Reporting & Business Management

Rosy's Reporting Engine includes 100+ reports, advanced filters to customize reports to every need, even those to help streamline accounting and payroll. This feature lets salon and spa owners manage their entire business and financial history in the cloud and export a wide variety of reports into multiple formats.

Booth Renter Management

Rosy's booth renter salon software allows owners to manage any or all of their stations as rentals. With all of the features that Rosy affords, owners and renters have the freedom to run their own business. Both owners and renters can set their permissions as they see fit while having the option to let the front desk manage their schedules. The front desk can schedule appointments and check clients in for everyone, while the renter's financials and client information remains private.

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Client Rewards & Referrals

Rosy offers quick and easy loyalty programs that encourage frequent visits and increased spending. Salons and spas can watch their businesses grow by incentivizing and rewarding referrals, online client scheduling, purchases, and more.

Form & Survey Builder

Salons and spas can boost their brand and get to know their clients with fully-customizable forms and surveys. Both come equipped with reports to analyze data and help their businesses grow. They can even integrate both tools into their website or share a link across all social platforms.

Review Manager

To strengthen their brand's credibility, salons and spas can send review requests and even answer incoming reviews with their own review manager.

Lead Generator

Salons and spas can create interest in their businesses and gather data about potential clients by capturing leads on their website and through social media. They can market to these leads to help fill schedule openings with new clients with minimal effort.

Staying Connected

Automated Email Marketing

With a simple one-time setup, salon and spa clients can automatically receive birthday greetings, new-client thank you emails, notice when they are past due for their next appointment, or a reminder to those who have not visited in a while.

Mass Email Marketing

Salons and spas can stay in touch with clients with beautiful emails using their own artwork or one of Rosy's templates. They can easily send and track an email to all clients or target specific recipients with Rosy's full sorting options.

Text Message Marketing

It's easy for salons and spas to enhance their marketing strategy and extend their client reach and engagement with Text Message Marketing. Automatic Texting effortlessly sends happy birthday, due back soon, we miss you, and running low on products text campaigns, all with a simple, one-time setup.

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With Mass Texting, users can send an individual text to remind a client to book their appointment or message a larger group to share promotions, trends, new services, and more. Whether messages are sent right away or scheduled later, this highly customizable, cost-effective communication lets salons and spas send a one-time announcement or build out ongoing campaigns.

Enhanced Text Messaging (SMS)

Every Rosy subscription includes free text messaging; however, users will receive enhanced text messaging when used as part of Rosy's premium package. With a one-time setup, salons and spas can offer text confirmations and decide when they go out. Appointments change color on their schedule to let beauty professionals know when clients confirm.

Client Images

A Premium Package exclusive, salons and spas can quickly upload and edit client images for quick reference or document their latest color, cut, or style. This feature is also ideal for client consent forms.

Text Confirmations

With a one-time setup, salons and spas can now offer text message confirmations and decide when they go out. Appointments will change color on their schedule to let them know when clients confirm.

Other Goodies

Conversion Services

Rosy's conversion services can transfer years of client information, history, notes, and even product information to make switching salon software easy.

Purchase Hardware

The combination of product selection, competitive pricing, shipping speed, and ease of ordering makes Point of Sale portal a natural choice for all Rosy-based businesses.

Custom Gift Cards

Rosy's Point of Sale system streamlines with gift cards and gift certificates. For design services, Rosy offers competitive pricing and options for gift cards.

Website Builder

Rosy's online website builder fits any skill level with simple drag-and-drop features and multiple themes from which to choose.

Free Trial

Salon and spa owners are encouraged to give Rosy a try with a free 30-day trial. No credit card is required, and there's never a contract. Just 30 days to test-drive the easiest to use, most comprehensive salon and spa software on the market. After 30 days, users have the option to continue monthly, starting at \$29.

About Rosy

Founded by former salon and spa owners, Rosy Salon Software is a comprehensive suite of cloud-based scheduling and business tools with features designed for salons and spas. This service leverages the latest technology and allows users to build deeper relationships with clients while increasing their revenue and profitability.

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