



## **FOR IMMEDIATE RELEASE**

### **Robert Cromeans of Paul Mitchell® Raves About Millennium™ Software**

*New Jersey. October 26, 2009* – Reaching your professional goals and tracking that success has never been easier. Paul Mitchell has partnered with Harms Software—the most recognized and respected name in salon/spa management software—to create Millennium Platinum. With this exciting technology, Paul Mitchell salons and stylists can plan, manage and grow their business, one guest at a time.

We sat down with Robert Cromeans, Global Artistic Director for John Paul Mitchell Systems® to get his feedback on the software and here's what he said.

#### **Why are you so passionate about using this new software for Paul Mitchell salons and schools?**

My goal in this industry is to create common knowledge between our art, business and culture. This software system is getting us one step closer to that goal.

#### **What are the key indicators you look for to grow your business?**

Average ticket price per guest, average Take Home dollar per guest, service ratio per guest, new requests, retention, percentage of future reservations (pre-booking) and frequency of guest visits.

#### **How does experience marketing (Wash House<sup>SM</sup>, Color Bar<sup>SM</sup>, Tool Bar<sup>SM</sup>, Take Home<sup>SM</sup>, etc.) tie to this system?**

It is very important to measure the success of these systems. When asked, "How is the Color Bar working for you?" a simple answer like "good" will not suffice. We should be able to explain how experience marketing has increased the average ticket per guest, upgraded non-color users and affected service ratios. This software gives you all of the vital signs pertaining to experience marketing.

#### **What parts of your business does this salon software program affect most?**

Efficiency! Instead of my managers spending 20 hours a week trying to gather reports for me, now they can spend their time on the business and guaranteeing that we are celebrating each and every guest. But it's not just a manager or owner tool, the software shows stylists a real-time snapshot of their performance to help them reach their own financial goals.

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**What is your favorite report and why?**

I love all of the reports, but my favorite part of the software is that it's programmed to send daily reports of the key indicators directly to my iPhone.

**How do your salon managers benefit from the new software system?**

At a glance, managers can see how each and every stylist is doing and begin coaching immediately rather than waiting until the end of the week or the quarter. This system is like the dashboard of a car—it provides minute-by-minute vital signs that are true to the business.

**What are the benefits for salon reservationists?**

Now our reservationists have something tangible to look at every hour, each day to gauge their success, one guest at a time. The software constantly keeps them aware of our goals and whether or not we are hitting them. I can call my salons at any point during the day and find out the percentage of future reservations made that day, the average ticket per guest, the average Take Home per guest, etc. Reservationists can also identify guests that should have been in two days ago, two weeks ago, two months ago and so on—at that point, they can make a phone call, send a text or e-mail those guests.

**Do your salon stylists use the system? If so, how have they benefited from it?**

Yes! The stylists can see all of their numbers at any given time during the day. Their favorite part is the "WHAT IF™" feature—a button that shows them what the difference would be in their income if they made a commitment to future reservations, upgrading each guest with add-on services and Take Home.

For example, John Harms, President and CEO of Harms Software, showed me what my business could do just by committing to future reservations every six weeks instead of relying on a guest to call when he or she is ready. The "WHAT IF" feature made me realize that my company was missing out on an additional \$900,000 a year! Imagine what that information can do for stylists.

**For salons who aren't yet automated, why should they consider a shift to this salon management system?**

To protect and grow their business. Keep score, do more!

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**For salons using another salon management software system, why should they change to Millennium?**

It's more than an electronic appointment book or a salon management program. Millennium is truly focused on the most important indicators that can affect business. Typically, when a reservationist walks through the door, they wait for the phone to ring. With this system, my reservation team is working towards future reservations and increasing our occupancy rate for today, tomorrow and onwards. Today's service is tomorrow's traffic!

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**About Harms Software Inc.**

Founded in 1987 to provide the beauty industry with advanced, powerful technology business solutions and tools, Harms Software Inc. is built on the commitment of being a valuable, trustworthy partner to all clientele. Harms Software's world-renowned brand, Millennium™, is utilized in thousands of salons/spas in over 30 countries. Headquartered in Boonton, New Jersey, Harms Software has approximately 50+ employees worldwide and currently operates in the U.S. and the U.K. Harms Software Inc. is Microsoft Gold Certified and nominated New Jersey's top 5 businesses by NJBIZ in 2007. For more information, visit [www.harms-software.com](http://www.harms-software.com)

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