

Helping a Maltese Salon Reduce Manual Admin and Collect More Reviews

How a lightweight digital system replaced manual booking, cut client-detail errors, and turned happy clients into consistent Google reviews.

CLIENT

A Maltese hair salon with a small team of stylists

INDUSTRY

Beauty & salon services

DELIVERED BY

Vioneering MT

◆ The Problem

- 1 Clients had to message the salon directly to schedule appointments
- 2 Appointment details could be entered incorrectly — especially names, emails, and times
- 3 Happy clients weren't consistently encouraged to leave Google reviews

◆ The Solution

A simple digital system was built to make the salon easier to book with and easier to review, including:

- ◆ A clean salon website
- ◆ A message-based booking flow
- ◆ A private scheduler installed on the owner's phone
- ◆ Automated review request emails
- ◆ A review filtering system that routes happy clients to Google and unhappy feedback privately

◆ How It Works

- 1 A client visits the website and requests an appointment through message
- 2 The salon owner confirms and adjusts the appointment using a private scheduler on her phone
- 3 After the appointment, the client automatically receives a review request
- 4 Positive ratings are directed to a public Google review
- 5 Poor ratings are collected privately so the salon can resolve the issue before it becomes public

◆ Key Benefits

- ✓ Less manual admin
- ✓ Cleaner appointment handling
- ✓ Fewer mistakes with client details
- ✓ More consistent review collection
- ✓ Protection from negative public reviews
- ✓ More professional client experience

◆ Result

The salon has moved from manual appointment handling and inconsistent review collection to a cleaner, more automated system — supporting bookings, reputation, and client communication with far less day-to-day admin for the owner.