

MAKING TECHNOLOGY **EASY** FOR **SALONS**

MAVEN IT REDUCES TECHNOLOGY COSTS
FOR SALON CHAIN BY 35%



MAVEN^{IT}

INTRODUCTION

With more than 370 quality hair salons across the nation, Alline Salon Group (ASG) is a multi-unit franchise renowned for being the premier salon group of choice. The growing success of ASG's brands Supercuts, Cost Cutters, and Holiday Hair is a testament to their people-centric philosophy that quality hair should be affordable, accessible and personal.

In June 2021, ASG partnered with Maven IT to handle 100 percent of their IT infrastructure. This spanned brokering new internet access for all salon locations; managing phones, email, and network solutions, including wifi and firewall; and providing data security replete with remote monitoring and endpoint detection response features. Maven IT also delivered first-level technology support through its U.S.-based technical support center.

Since partnering with Maven IT, ASG has boosted salon profitability, slashed operating costs and significantly improved salon employee satisfaction and productivity.

90% reduction in
salon IT issues

35% reduction in
technology costs

THE CHALLENGE

ASG wanted to deliver a consistent, positive experience to customers and employees.

Mounting technology issues due to piecemeal, outdated IT infrastructure were getting in the way. A failing network was impacting payment processing and operational performance.

ASG turned to Maven IT, a proven technology leader with demonstrated results in the franchise space, and has never looked back.

“Thanks to our partnership with Maven IT, our customer and employee experience, and the operational functionality of our salons, is much improved. That has made a huge difference for us as a company.

I have no problem recommending Maven IT, especially for franchisees that have multiple locations. They really understand that particular side of the business and have been a really good partner for us.”



Mike Sarafa
CEO, Alline Salon Group

INNOVATIVE SOLUTIONS

Seamless store technology is key to delivering the operational performance today's market demands. Maven IT developed a secure, scalable technical framework to sustain, support and "future proof" ASG's salon operations.

Maven IT outfitted salon locations with the right communications technology and connectivity based upon their needs. Booking and confirming appointments is crucial to ASG's operating model. ASG reports clear voice communications after upgrading to Maven IT's Managed Phone services.

Did you know? 75% of customers still think calling is the best way to get a fast response from a company



By sizing internet access points that are custom to each location, ASG's salons now receive optimal coverage and appropriate signal strength.

The best insurance policy for a franchise business is protecting assets with a managed network that is fully secure. All of ASG's salon, field and corporate computer systems have best-in-class cybersecurity measures installed. Maven IT's team of experts proactively monitor servers for interruptions and quickly solve any issues on the spot to minimize impact.

SECURE SCALABLE FUTURE PROOFED

MAKE IT HAPPEN

A reliable network is critical for collecting payments quickly and securely. Franchise businesses simply cannot afford downtime.

Maven IT stands behind its custom products and services with unlimited phone support, free replacements and break/fix services.

**16.2
DAYS**

Average amount
of downtime
businesses
experience due
to ransomware
attacks

“We had situations where our point of sale system wasn’t working. Customers were writing out IOUs on pieces of paper and leaving them at the salon. They would come back to take care of it later.

Maven IT came in and gave us a proposal. They were able to identify the problem and immediately understood the challenges that we were facing. Very quickly thereafter, Maven IT was able to provide a set of solutions for us. We always had regular updates. Communication was always fantastic. Little by little, we solved the problems one salon at a time.”



Mike Sarafa
CEO, Alline Salon Group

SOLVE TECH PROBLEMS BEFORE THEY HAPPEN



REAL RESULTS

Since partnering with Maven IT, ASG has improved their employee and customer experience. They report having happier stylists and repeat customers. Technology upgrades allowed for better data capture and analysis. This enabled them to discover opportunities, such as how to improve operational efficiencies, and where to reallocate resources and open new stores.

A true success story, Alline Salon Group has increased overall business effectiveness and profitability as a result of working with Maven IT.



hundreds of thousands of dollars in annualized savings

92% decrease in support tickets

83% of support issues resolved upon first contact

90% reduction in salon IT issues

35% reduction in technology costs

CONTACT US TO LEARN MORE

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