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## **PRESS RELEASE**

### **MIQUANDO IN STYLE AT A CUT ABOVE SALON**

Popular hairdressing salon A Cut Above is now accepting online bookings after partnering with MiQuando.

The long-established business has signed up to MiQuando.com's online booking and calendar service, allowing customers to make appointments when it is convenient for them – not just when the salon is open.

Just one month in, owner Sharon Gelling is delighted with the response so far.

She said: 'It is very new for us and we're still getting used to it, but it has been simple so far and the support from the guys at MiQuando has been tremendous. We know they are always there on the phone, and happy to come down if we are having any problems, and that personal service is really valuable.'

'Basically, online booking is the way forward. More people want to do it and by using MiQuando we can offer another service to our customers. People are using it, which shows it works and there is a demand, and everyone has been happy.'

'We've had a mix of old and new customers make online bookings, and everything has gone right.'

She added: 'There are some regular customers who will probably always make their booking in person, but there are a lot of young people who want to book appointments online and we have to offer that service to get their custom.'

'A real advantage for us is that we know that when the salon is closed we aren't missing possible bookings. They can find us online and make an appointment and an alert comes straight through to



my mobile phone, so I can confirm the booking. It doesn't matter what time they want to make an appointment, we're always open for bookings. MiQuando means the customer can make an appointment at their convenience, rather than when it suits us. We're already seeing people taking advantage of that, with many bookings being made at 7.30-8pm, as people are settling down at home for the evening.'

The salon in Main Road, Onchan, has also added MiQuando's booking widget to its website [acutabove.im](http://acutabove.im) to make online booking even easier, and the recent launch of MiQuando's mobile website means more and more people are making bookings for hairdressers, beauty salons, restaurants, childcare, car mechanics and more on the go.

Nigel Jones from MiQuando said: 'We're really pleased to welcome A Cut Above to MiQuando, and delighted to see how well it is working. This is a business which has built its reputation over more than two decades, and is not preparing to continue growing by introducing the facilities today's customers are increasingly demanding.'

'More and more people want the convenience and simplicity of booking online, allowing them to make a reservation or appointment at whatever time of the day or night suits them, not when it suits the business. Simply put, if you can't take a booking outside your opening hours, you are potentially missing out on business, and who can afford to do that?'

'We've really enjoyed working closely with Sharon and her team at A Cut Above to integrate the MiQuando booking system, and are looking forward to seeing her business grow.'

**ENDS**

**Photo Caption:**

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