



Crew

Established 26 years ago by Neil Davies, Crew is an independent hair salon chain that has sites in Portsmouth and Emsworth. In 2005, Crew opened its first franchise, Andrew Tosh @ Crew, in Hilsea.

Crew has always strived to provide the best customer care and to stay ahead of the ever-changing demands of cutting and styling. High-class comfort in stylish surroundings means Crew is a unique social and leisure venue where clients can relax while their every need is attended to.



The dedication of the team was rewarded when Crew received Redken Flagship Salon Status joining only 17 other salons across the UK.

Crew offers a complete hair design service for both men and women with a wide range of prices to reflect your requirements.

Oliver Tobin, Manager at Crew in Portsmouth – the

largest hair salon in the city – has been with the company for six years and was responsible for introducing **premier style** software to all three salons.

“I began my career in a salon that used **premier style** and had always found it to be very reliable. I didn’t hesitate in recommending it for Crew once I started as Manager here, so we changed to Premier Software from another company.”

“Collating and analysing data is very valuable in helping to improve the running of the salon”

The changeover went very smoothly and Neil and his team were soon enjoying the benefits of more sophisticated software. “The old software we had was very basic. It was only really a database.

premier style offers so much more than that. There are lots of options for collating and analysing data about the business, which is very valuable in helping to improve the running of the salon.

premier style’s intelligent booking system is definitely more efficient than what we had before. We can track no shows or cancellations and act on them by following up bookings with reminders to prevent clients from missing appointments again. We also use the marketing functions regularly to send out direct mail campaigns promoting our latest offers.

“Reporting feature is not just a management tool, it’s a team tool”

One feature of **premier style** I particularly like is that it gives reports on each individual’s targets and performance levels. I use this information during regular chats with each team member and, because the report is presented in a way that is easy to understand, we can discuss the data together. We can see who is selling what or discuss why a certain product is not selling well and what we can do to push it. The reports are not just a manager’s tool, they are a team tool and I can use them to encourage and incentivise everyone.



“I am impressed by Premier Software’s level of customer service”

I continue to be impressed by Premier Software’s level of customer service. The team picked up how to use the software easily thanks to some thorough training. Although the reports take a little more time to grasp, once you’ve got it, there is no going back! You never feel a burden with Premier Software and they are always happy to help, even if it’s a minor thing. I haven’t ever been on hold on their helpline. You get through straight away.

“Premier is a trusted supplier recognised throughout the hair and beauty industry”

It is so important these days to be up to date with technological changes in software because business is getting more and more competitive and you need to keep ahead of the game and run your salon as efficiently and profitably as possible. For anyone who is nervous or software-shy, I would encourage them to trial **premier style**. I have never had any problems with it – it’s so reliable - and Premier is a trusted supplier that is recognised throughout the hair and beauty industry.



Premier Software is the leading UK supplier of leisure management software. Established 15 years ago, their pledge is to supply first-class spas, beauty salons and hair salons with tailor-made software packages to maximise the efficient management of their businesses.

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