

WORDS TO LIVE BY  
clickerbook  
[www.clickerbook.com](http://www.clickerbook.com)

INSTRUCTIONS FOR BUSINESSES

---





## WHO IS IT FOR?

---

For any business that wants to take and increase their bookings online 24/7 - for individual treatments or group sessions


# HOW TO REGISTER YOUR BUSINESS

## REGISTRATION FORM

Enter the details of your company and company representative. The representative will manage your account: enter details, monitor activities and reservations. Tick the check-box if you want your customers to be able to pay online through Clickerbook (they will also have the opportunity to choose their payment method when booking). Add a photo of your representative, their phone number and email address. Notifications of new reservations will be sent to this email and via SMS, as well as appearing in your account.

### Register a business


The name of the company:


Company Phone:  

Allow payment through the site

Representative Name:

Surname of the representative:

 [Add a photo](#)

Phone:  

E-mail:

Password:

Confirm password:

I agree to [Terms of Use](#) and [Privacy Policy](#) \*

I consent to the processing of data by third parties \*

[Create an account](#)

## Adding a Salon

+ ADD SALON PHOTO

+ ADD LOGO

Salon Name:

Salon Profile:

Work phone:

E-mail:

Salon Category:

Основная категория:

Select value

Select

Salon working hours:

Leave time empty if the day off

Monday

Hour

Minute

Hour

Minute

X

+ ADD OPENING HOURS

Copy

Tuesday

Hour

Minute

Hour

Minute

X

+ ADD OPENING HOURS

Copy

# ADD A SALON OR BUSINESS

## ONE OR SEVERAL

Add the name and address of your salon/business, a photo and logo. This information will be displayed on the main page or when customers search for services.

Add your main business profile e.g. Manicure and what category it belongs to. Add salon opening hours and weekends. To make it easier, there is a *Copy Previous Day* button in the work schedule.

ADD WORK HOURS - you can use it to add breaks during the working day.


# ADD EMPLOYEES

## STYLISTS, TECHNICIANS, INSTRUCTORS

Enter your employees details. Check your tariff to see how many you can add. Tariffs are based on the number of employees and calendars. Enter their working hours.

At the next stage, you can add services and link them to a specific employee. You will not be able to accept bookings until you have done this.

### EMPLOYEE DATA

 [Change photo](#)

Name:

Surname:

Position:



### CONTACT INFORMATION

Phone:

E-mail:

### EMPLOYEE HOURS

Leave time empty if the day off

Monday	Hour <input type="text"/>	Minute <input type="text"/>	Hour <input type="text"/>	Minute <input type="text"/>	<input type="checkbox"/>	<a href="#">+ ADD OPENING HOURS</a>	
Tuesday	Hour <input type="text"/>	Minute <input type="text"/>	Hour <input type="text"/>	Minute <input type="text"/>	<input type="checkbox"/>	<a href="#">+ ADD OPENING HOURS</a>	

Services **Racy Nails** Add service

← EDIT SERVICE

Service name

Category service

Duration

0 hour

0 minutes


Cost

Price type

0 GBR

EMPLOYEES:

Select all

 Albina White

# ADD SERVICES

## ONE OR SEVERAL

Add all the services of your salon or business. People will be able to find your services based on this information, so try to enter all the services in order to attract as many customers as possible.

Link the services to the employee who will provide them. Each new reservation will be added to the employee's calendar, and that time will then be blocked for new orders

## EASY ONLINE BOOKING FOR CLIENTS

---

An easy way to book a service online  
24/7

## EASY BOOKING MANAGEMENT FOR BUSINESSES

---

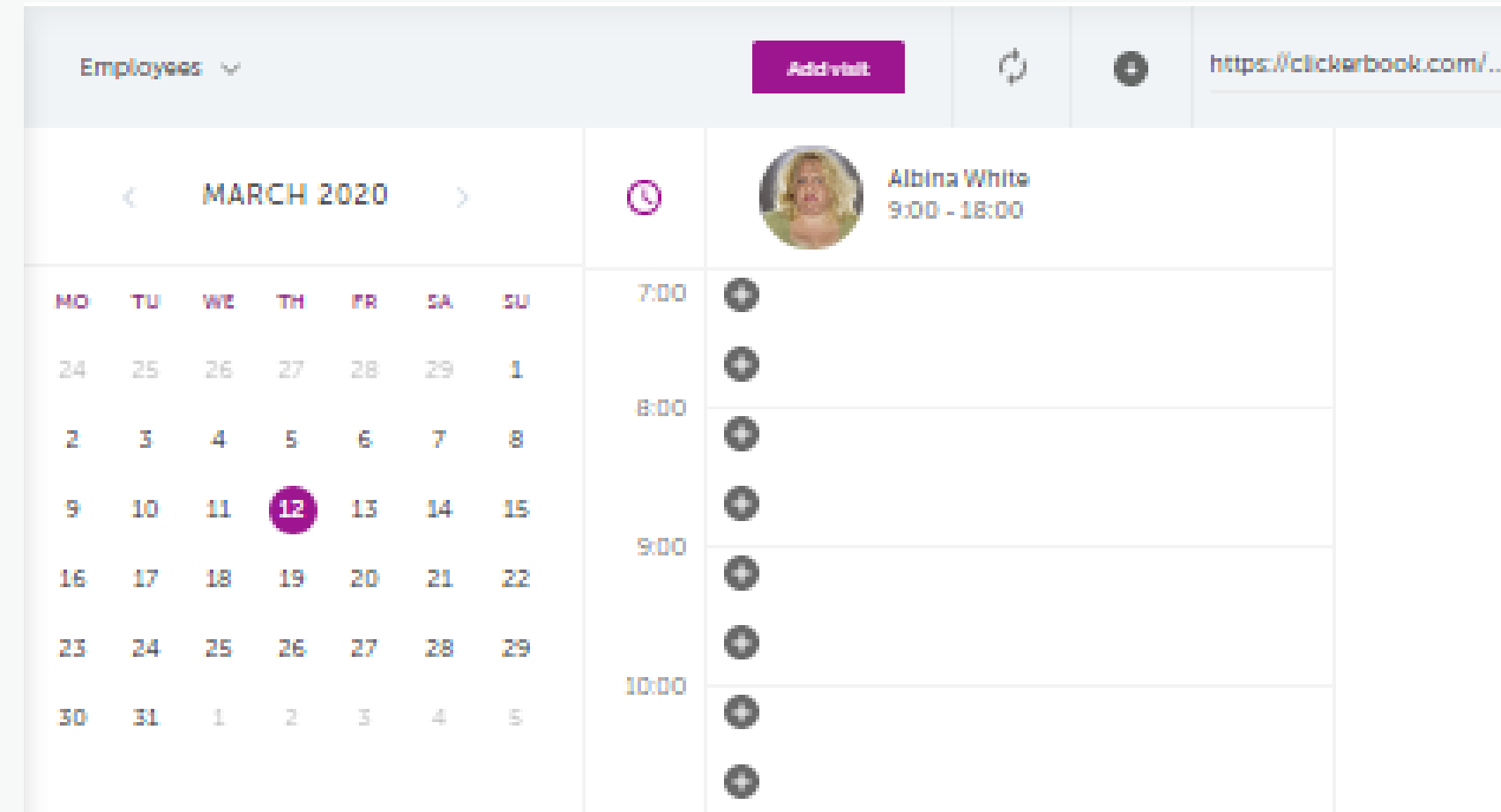
Allows you and your staff to manage  
and track bookings automatically

# TRACK APPOINTMENTS

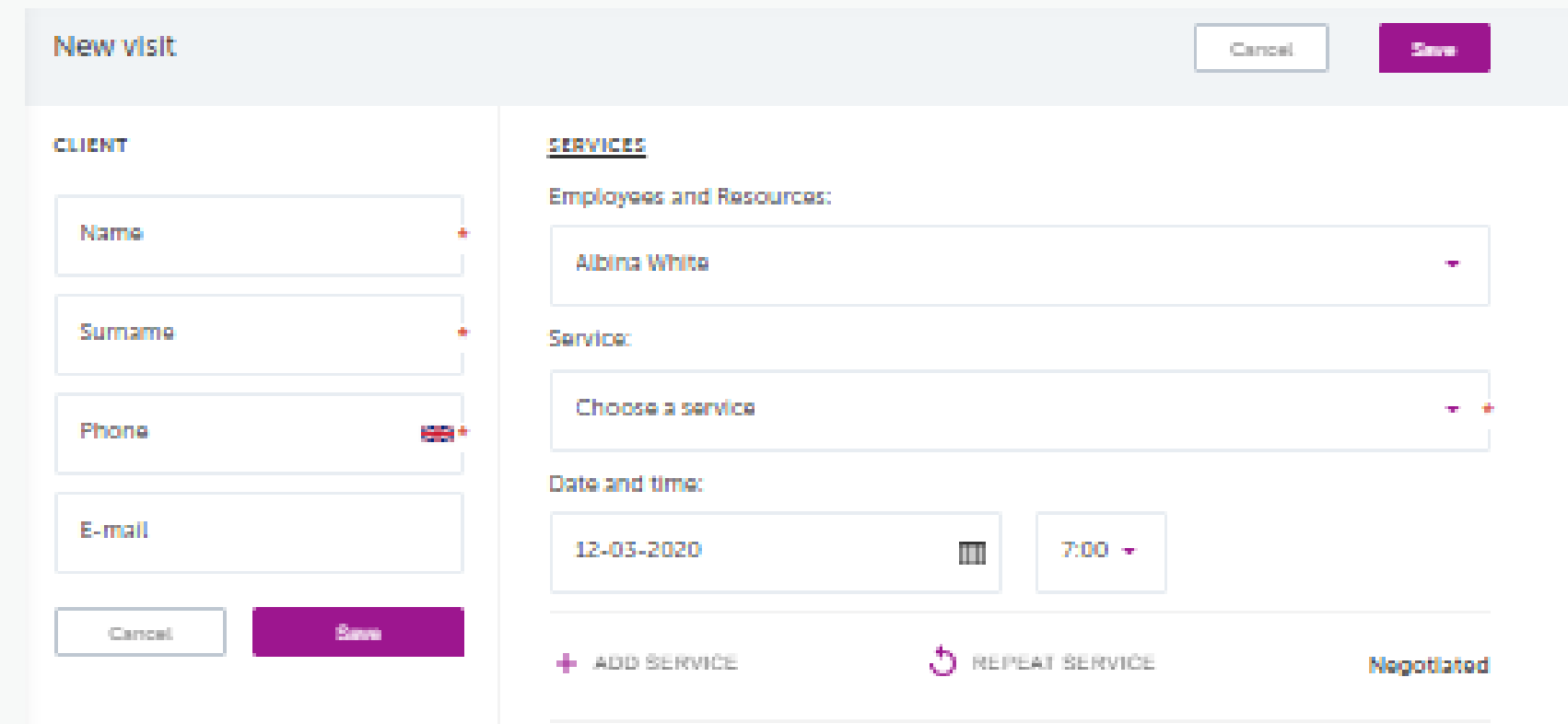
## ADD BOOKINGS

In the Visits menu, you can manage the schedule for your business. You will see the schedule for each employee and their reservations. You can add here any bookings that your employee already has or if booked over the phone or in person.

Reservations from Clickerbook will automatically appear here and will block the time in your calendar. It is important that you keep your bookings up to date in order to avoid double bookings.



The screenshot shows the Clickerbook interface for managing appointments. At the top, there is a navigation bar with "Employees" and an "Add visit" button. Below this is a calendar for March 2020, with the 12th highlighted. To the right of the calendar is a list of appointments for employee Albina White, with a time slot of 9:00 - 18:00. The list shows time slots from 7:00 to 10:00, each with a plus icon indicating a booking.



The screenshot shows the "New visit" form in the Clickerbook interface. The form is divided into two main sections: "CLIENT" and "SERVICES".

**CLIENT**

- Name
- Surname
- Phone
- E-mail

**SERVICES**

Employees and Resources: Albina White

Service: Choose a service

Date and time: 12-03-2020 7:00

Buttons: + ADD SERVICE, REPEAT SERVICE, Negotiated



# TAKE THE STRESS OUT OF BUILDING YOUR BUSINESS

## MANAGE YOUR CLIENTS

---

Clickerbook gives you the tools to manage your bookings.

Manage your database and individual clients

Follow a client's booking history and preferences

Stay in touch with your clients and promote loyalty





+ ADD A PHOTO

Name

Surname

+44 XXXX XXXXXX



E-mail

Allergens

Comment

Date of Birth

Day



Month



Year



# CUSTOMER DATABASE

## ADD A CLIENT TO YOUR DATABASE

Add customers to your business database.

You can quickly make customer reservations in your employees' calendars.

Customers who make reservations through the Clickerbook website will automatically be added.

You can also import or export your client base in csv or xls format.

## OFFER DISCOUNTS BY TIME AND LOCATION



Clickerbook supports geolocation  
and targeted discounts by time and  
place

## CREATE MAIL SHOTS, OFFERS AND MORE...



Clickerbook gives you the tools ot  
help you grow your business

# HAPPY HOURS

## DISCOUNTS BY TIME

In this section you can set a discount for certain times during the day or week and by service - Happy Hours. This function allows you to fill slots during the day that are typically not busy. This information will be displayed on your business page or on the main page of the website and when clients book your services.

Happy hours **Racy Nails** Apply discount

MONDAY ▼

TUESDAY ▼

WEDNESDAY ▼

THURSDAY ▼

FRIDAY ▲

DISCOUNT:

25% ▼ 9:00 ▼ 13:00 ▼

Nail Art

French Polish

## BE OPEN FOR BOOKINGS 24/7

---

40% of clients would prefer to book  
after you close

## REDUCE NO-SHOWS

---

Take payment for services online  
and in advance.

Track and block clients for no-shows

# MASS DISCOUNTS

## DAILY OR WEEKLY DISCOUNTS

In this section you can set up a discount for certain days.

This information will be displayed on your business page when viewed by customers or on the main page of the website and also when clients book.

The screenshot shows a web interface for setting up bulk discounts for a business named 'Racy Nails'. At the top right, there is a purple button labeled 'Apply discount'. The interface is divided into two main sections: 'DISCOUNT:' and 'SERVICES:'.  
Under 'DISCOUNT:', there is a dropdown menu currently set to 'Select'. Below this, the 'DISCOUNT DAYS:' section includes 'Company start' and 'Company Completion' dates, each with separate dropdowns for Day, Month, and Year.  
Under 'SERVICES:', there are three rows, each with a checkbox and a service name: 'Select all', 'Nail Art', and 'French Polish'.  
At the bottom left of the form, there is a small link that says 'Description discount page'.

 Add a photo



Racy Nails

Blow dry



Big Curls Moscow

Modern comfort

# PORTFOLIO

## ADD PHOTOGRAPHS

---

Add photos of your stylists' work.


Customers will be able to see them on your business page. The better the photos, the more customers you will attract. Pay attention to the quality of the photos.

# CLIENT REVIEWS

## COMMENTS AND RATINGS

In this section you can see the overall rating of your salons or business, as well as customer comments with the ability to answer them.

All reviews Overall rating: 4.0 ★★★★★ based on 1 review

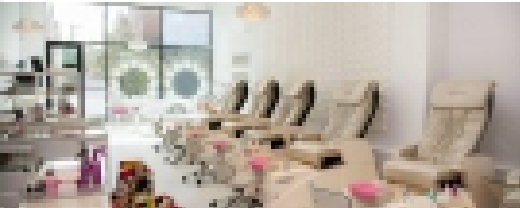


АДМИН АДМИНОВ  
22 OCT 2019

★★★★★ 4.0

cool nail bar - thank you

[Reply](#)



Review on:  
**Big Curls** Manicure  
📍 UK, London, The Mall, Carlton House Terrace



## TRACK YOUR COMPETITOR'S PRICING AND REVIEWS

---

Clickerbook allows you to track your local competitor's pricing and their strengths and weaknesses

## LINK YOUR CLICKERBOOK ACCOUNT TO SOCIAL MEDIA

---

Gives you the tools to share your reviews direct to social media



# THE FACTS

## DATA THAT SPEAKS FOR ITSELF

---

95% of consumers own a smartphone

60% of 18 to 34 year olds think that it is essential to their daily lives

Consumers want fast and easy experiences tailored to them

Consumers want a unified retail experience across the digital and physical worlds

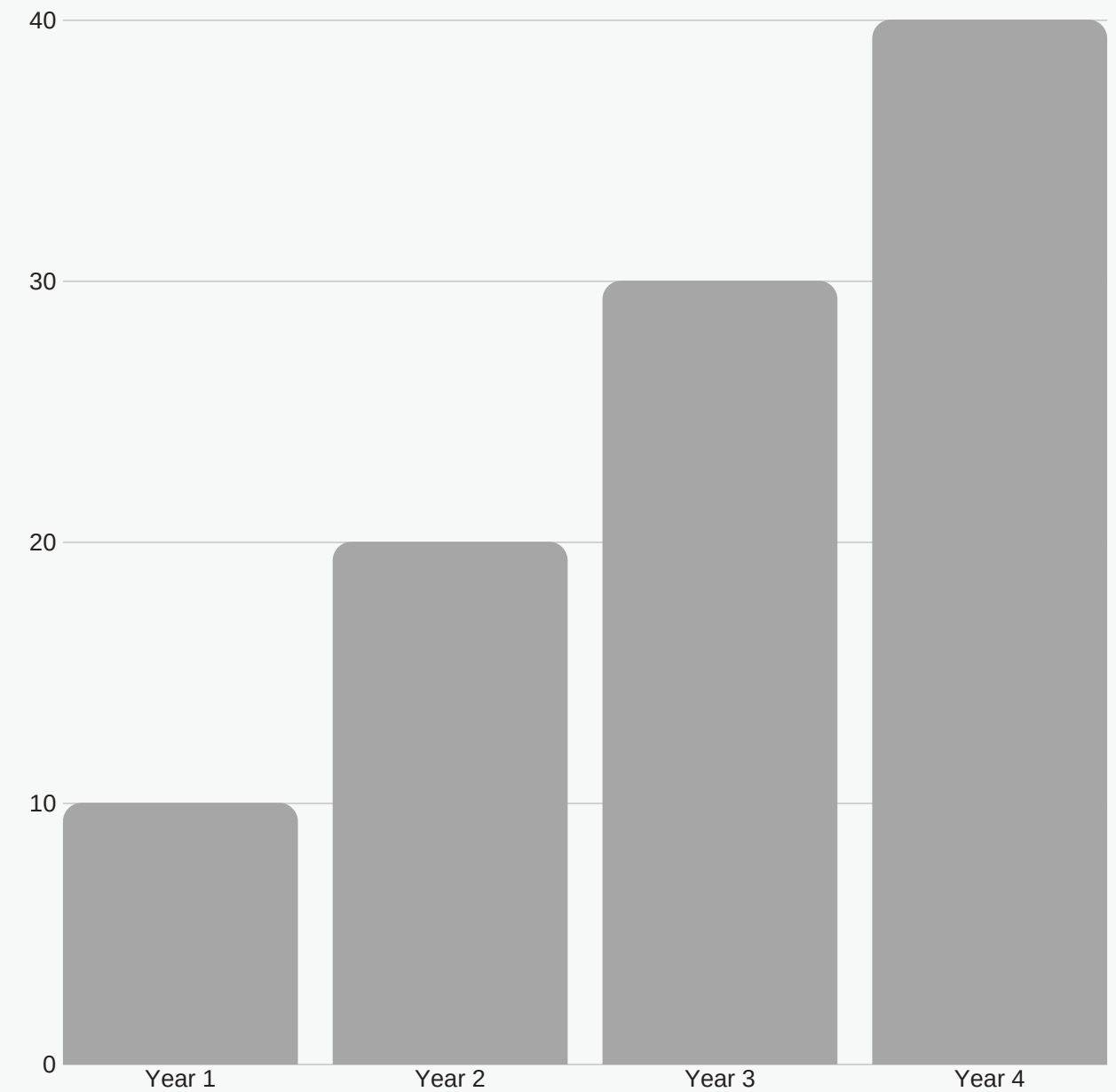
\* Ayden Retail Report 2019

# THE TREND

THE GLOBAL HEALTH AND BEAUTY MARKET IS GROWING BY 10% ANUALLY

---

Clickerbook is here to help you grow your business. By offering booking online, businesses can see an increase in bookings of 25%



# CONTACT

LONDON

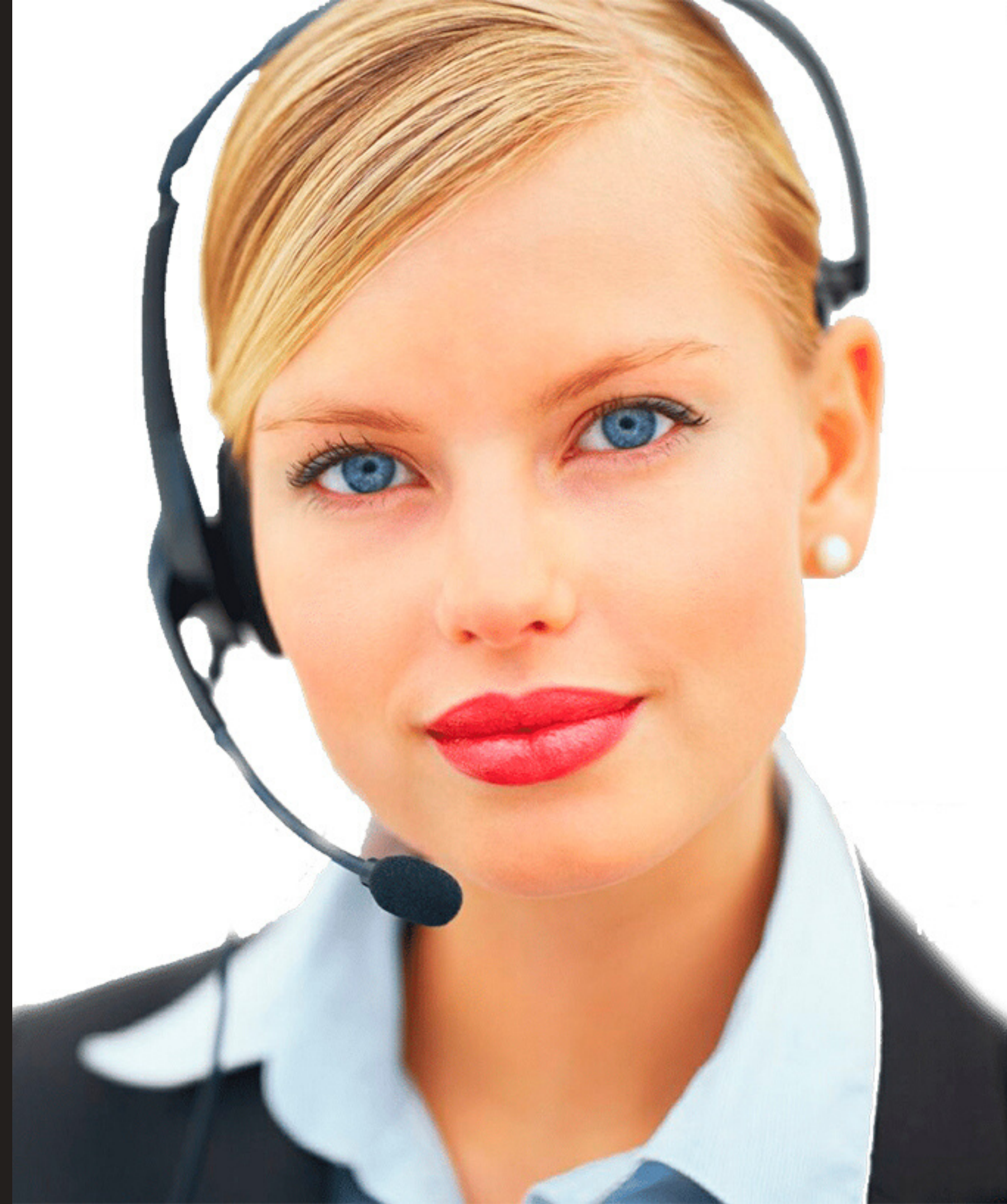
[click@clickerbook.com](mailto:click@clickerbook.com)

MOSCOW

[click@clickerbook.com](mailto:click@clickerbook.com)

TELEPHONE

+44 2081236035



# Social Media



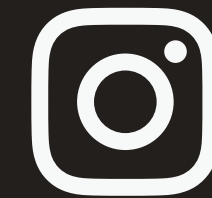
*Twitter*

Coming Soon



*Facebook*

@clickerbook\_ru



*Instagram*

@clickerbook\_ru