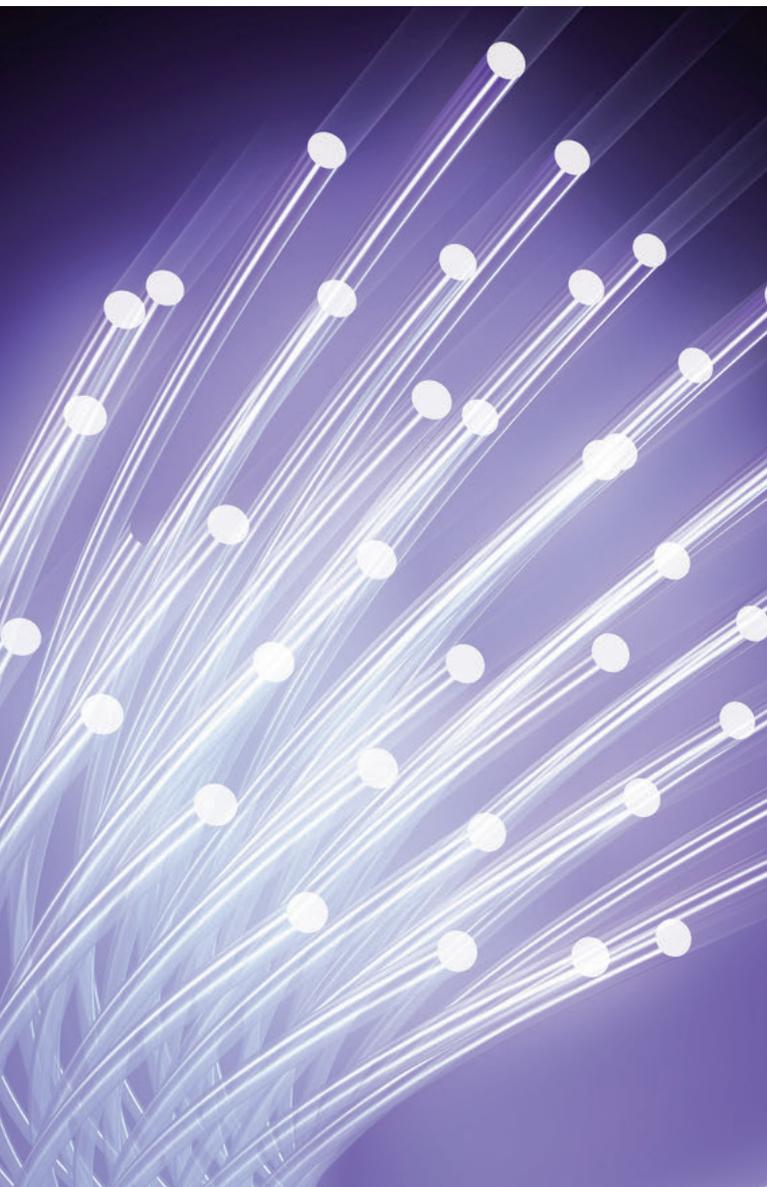




Hair and beauty salon at the cutting edge of fibre



Upgrading to fibre broadband in January 2015, award-winning **The Leading Edge Hair & Beauty** salon is able to offer free customer wifi, online bookings and a better customer experience.

www.leadingedgehairandbeauty.co.uk

A Hyde-based hair and beauty salon is using fibre broadband to lead from the edge when it comes to something new in the customer experience market place and has seen 33% growth in the three months since upgrading.

Online booking, PlayStation and free wifi for customers are just a few of the ways The Leading Edge Hair & Beauty salon are using fibre broadband to attract the whole family and ensure good quality customer service. And staff are benefiting from being able to log in remotely to the booking system to check when their appointments are the next day.



After just three months of having fibre, the business has already seen a 33% growth when compared to the same period last year, and they anticipate the trend for the next three months will be even stronger. They upgraded in January 2015 as a result of seeing a 'Get Digital Faster' campaign. Faster broadband has also had an impact in terms of job creation – the salon recruited an extra stylist to join the team so they could offer new appointments that they were not able to accommodate.

Award-winning The Leading Edge Hair & Beauty salon is a hair and beauty salon with a difference; offering a range of services which are designed to keep the entire family happy.

Five years ago, director and joint owner Alan Havery had an idea. He wanted to create a hair and beauty salon that would break away from the usual mould, one that not only appealed to image conscious ladies but one where the whole family would be carefully considered and catered for.

He partnered with Barrie Aitken, a stylist with more than 30 years' experience, to open their salon in Hyde, and with business increasing by over 15% year on year, fibre broadband is now playing a big part in that success; Alan and Barrie have never looked back.

The Leading Edge's number one goal is to exceed customer expectations at all times.

Alan explains: "We will provide a comfortable, yet stimulating environment that services the wellbeing wants and needs for the modern day family away from the stresses of life." Fibre broadband plays a huge part in delivering that promise.



"It's all about the customer experience," says Alan. "Our customers are surprised at the speed in which they can access social media. Mums come along, confident that they're able to relax and enjoy their treatment, whilst the kids are happily entertained for a few hours challenging other kids around the world on PlayStation supported by the superfast broadband. Not forgetting the guys; they can use our free customer wifi linked to the superfast broadband to access the latest choice of sports on their smartphones or tablets or we have a snooker table if they fancy a game.

"Fibre broadband also means that we can manage the business remotely as well as locally and provides us with shortcuts that we didn't have before."

For example, we were one of the first salons to provide an online booking service offering customers the ability to choose and book their appointments at a time that suits them. This now accounts for 20% of our total number of bookings. The Leading Edge stylists can access the salon system remotely allowing them to check their diary bookings for the following day at any time of the day or evening. Our business partners and suppliers too, have remarked on the speed with which they can interact with us."

The Leading Edge is proud to support local colleges by taking on apprentices for development and the team regularly invest time in giving valuable careers advice to local schools. They also get involved with the local community, by setting up 'pamper' nights for mums with disabled children and provide a venue for local people with an artistic talent to showcase their goods.

All this has resulted in them winning a string of awards including 'Retailer of the Year' at the Pride of Tameside Business Awards 2014 and 'Trader of The Year' with the Manchester Evening News 2011.

"Our longer term business plan is to offer franchises and as fibre broadband has made a huge difference in the way we're able to work, we definitely see it playing a part in our development moving forward."

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