

HELPING CONNECTIONS HAPPEN.

SALONS & SPAS

Empty chairs filled. Stylists fully booked. DMs handled.

AI that knows your stylists, their specialties, and your retail — booking, upselling, and rebooking guests while you focus on the craft.

+27%

REBOOKING RATE

+\$11k

MONTHLY RETAIL UPLIFT

98%

DM RESPONSE IN < 5 MIN

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Six systems, tuned for salons & spas.

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Books the right stylist for the right service — every time.

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Open slot detected -> texted to the right guests in seconds.
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01

Voice AI front desk

Books the right stylist for the right service — every time.

THE PLAY

Callers ask for 'balayage with Maya next Thursday' and the agent handles it — checking Maya's calendar, matching service duration, and texting confirmation with prep instructions. Square or Shopify handle retail upsell at checkout, Mailchimp captures the guest, and Slack pings the team lead on VIP arrivals.

PLAYS WELL WITH

Vagaro

Boulevard

Mindbody

GlossGenius

Phorest

OUTCOME

Front desk reclaimed for in-salon hospitality.

02

Instagram DM & website concierge

Service menu, gift cards, color consultations — instantly.

THE PLAY

The same AI brain handles Instagram DMs, where most salon discovery happens. Pricing questions, color consult bookings, and gift card sales close while you're behind the chair. Gift card revenue flows through Square, Mailchimp captures the new contact, and Canva-built color cards close the consult.

PLAYS WELL WITH

Meta Business Suite

Square Gift Cards

Salon Iris

OUTCOME

DMs become a real revenue channel.

03

Stylist-specific & treatment-specific SEO

Each stylist becomes a destination, not an option.

THE PLAY

We build pages for each stylist with their portfolio, specialties and reviews — plus treatment pages with before/after schema. Search 'curly hair specialist [city]' and your team comes up first. Google Maps and Google Business Profile keep stylist info live, Canva designs the portfolio templates, and Mailchimp newsletters push them out monthly.

PLAYS WELL WITH

Google Business Profile

Schema.org Person

Yelp

OUTCOME

New guests come asking for your team by name.

04

'Chair Talk' podcast

Behind-the-chair stories that build a tribe.

THE PLAY

Bite-size episodes on hair health, the truth about box dye, and stylist tips. Clipped into Reels and TikToks so your team becomes recognizable creators — and bookings follow. Distributed through Google Workspace, edited in Canva, and pushed to your guest list via Mailchimp on every drop.

PLAYS WELL WITH

Riverside

CapCut

Instagram

OUTCOME

A loyal audience that books before walk-ins.

05

Digital twin for virtual consultations

Color consults at 11pm? Done.

THE PLAY

Your master stylist's avatar runs an interactive video consultation, asking the right questions, looking at photos, and recommending the right service and stylist — then booking it. Embedded on your site, surfaced in Mailchimp re-engagement emails, and shareable through Instagram DMs in one tap.

PLAYS WELL WITH

HeyGen

Tavus

Boulevard Consultations

OUTCOME

Higher-ticket services booked without phone tag.

06

Agentic AI for gap-fill & retail

Open slot detected -> texted to the right guests in seconds.

THE PLAY

An agent watches your booking system for cancellations, identifies guests due for their next service, and sends a personalized 'we just had Maya open at 2 today' text via Phorest — with one-tap booking. Then nudges retail follow-up 5 days later. Mailchimp drips fill the gaps, Shopify moves the retail bottle, and QuickBooks Online or FreshBooks shows the revenue land same-day.

PLAYS WELL WITH

Phorest

Boulevard

Klaviyo

Shopify (retail)

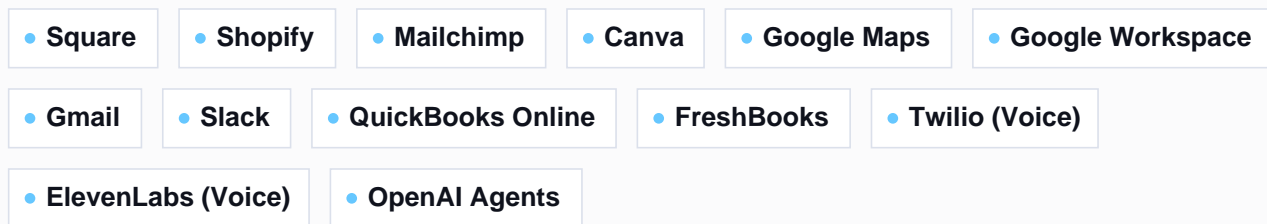
OUTCOME

Chairs full. Retail moving. Stylists thriving.

INTEGRATIONS

Lives inside your stack.

Voice, agentic workflows, and Google products — wired into the everyday SaaS your salons & spas business already runs on. Plus every vertical-specific tool listed in the chapters.



ALSO

QuickBooks Online, Xero, FreshBooks, Wave, HubSpot, Salesforce, Pipedrive, Zoho One, Freshworks, Odoo, Microsoft 365, Google Workspace, Gmail, Google Maps, Slack, Monday.com, Asana, Trello, Canva, Shopify, Square, Mailchimp — and the vertical-specific tools already named in the chapters above.

READY WHEN YOU ARE

Let's turn your booking software into a growth engine.

We design, integrate, and operate the whole stack. You watch the numbers move. Reply to the email this PDF arrived with — or book a 30-minute strategy call and we'll map your playbook in real time.

EMAIL

hello@ayudaconnect.com

BOOK A CALL

ayudaconnect.com/book