



Popular Salon Franchise Sport Clips Gets Custom Solution to Build Brand Awareness while Improving Operations

THE PROBLEM

Sport Clips is one of the largest salon chains in the US, with over 1,800 locations. They are experiencing nationwide success with their sport-themed barber shops and continue to open stores in new locations. However, their executive team saw an opportunity to streamline the check-in process and improve the customer experience for their patrons at the point of check-in.

Sport Clips saw the need to upgrade to a user-friendly, reliable system that would fit with their brand and align with their business goals. While they had all of the hardware components required for a self-check-in system, including tablets, scanners, keyboards, and credit card readers, the components were not designed to be a cohesive unit and did not represent their brand the way they wanted.

They searched for a suitable enclosure solution but each system they evaluated lacked the functionality, integration, and customization they truly needed.



Customer

Sport Clips
www.sportclips.com

Objectives

None of the solutions on the market met Sport Clips' needs. Their team worked in tandem with our engineers to design an enclosure solution that met their exact specifications.

Solution

VAULT custom built tablet enclosure and kiosk with Sport Clips branding.



THE SOLUTION

In 2017, Sport Clips approached VAULT with their need for a kiosk and tablet enclosure solution that would bring their hardware components together into one functioning unit.

VAULT's engineering team collaborated closely with Sport Clips throughout the design process. Within seven short weeks, the teamwork and intense process resulted in a successful, working prototype that met each of the salon franchise's needs and specifications.

Using a Windows-based tablet as the basis for the enclosure solution for Sport Clips, VAULT delivered an intuitive, customer-facing kiosk with tablet enclosure, and integrated an OEM barcode scanner to allow for quicker service when checking out clients. The solution VAULT designed incorporated an industrial-grade keyboard to equip the kiosk with the durability and longevity needed for long-term consumer use. Also included was an ergonomically-designed cable routing system for a sleek aesthetic.



THE RESULT

The custom solution from VAULT has been implemented nationwide, with over 3000 kiosks in stores to date, bringing a consistent customer experience to all their salon locations. The easy-to-use system enables customers to be more self-sufficient, and frees up stylists to continue focusing on cutting hair instead of checking customers in and out throughout the day.

"I reached out to VAULT for help in designing and implementing a custom enclosure that met our needs. The VAULT team went to work immediately designing exactly what we asked for. They provided several prototype versions until the correct design elements had been incorporated and once done, the final design fit into our store locations seamlessly and met our needs perfectly. VAULT is a great company to work with and we appreciate everything they have been able to do for us."

— Sr. I.T. Support & Scoreboard Enterprise Manager Michael Ellis