

## 5 Ways PetLinx Grooming Software Can Improve Your Business

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With the advent of the internet, the use of computers in the home and business has grown exponentially. However when it comes to bookkeeping there are still many groomers using a card system or, if they do have a computer, a spreadsheet or simple database. These methods of bookkeeping have severe limitations compared to the use of specialized software. PetLinx is a professional software package designed for grooming salons and mobile groomers which will save you time and money, protect your client list, and enhance your marketing efforts to generate extra revenue.

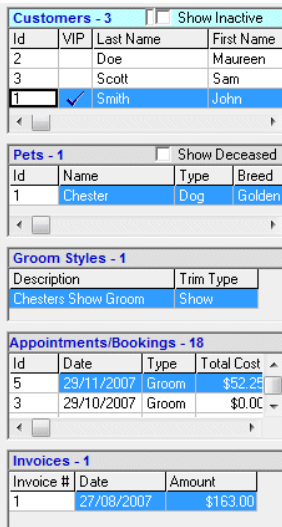
In this article I'll outline five ways you can make instant improvements to your business by using PetLinx.

### 1. Information presented in one screen

Do you have a customer's details spread over multiple hard-to-find cards? Or use a poorly designed software package that requires you to dig through multiple screens and menus just to find the information you need? PetLinx contains a state of the art "Customers and Pets" screen that you won't find in any other grooming software. Select a customer and you'll instantly see on **only one screen** (example shown on right) all information pertaining to the customer including:

- all of the customer's details, including current account balance;
- the customer's pets;
- the pet's grooming styles (i.e. trim types);
- the pet's most recent appointments;
- the customer's invoices and payments.

To see further detailed information on any of the above is only one click away.



The screenshot displays a multi-paneled software interface. The top pane, titled 'Customers - 3', shows a table with columns for Id, VIP, Last Name, and First Name. The third row is selected, showing Id 1, VIP checked, Last Name Smith, and First Name John. Below this is a pane titled 'Pets - 1' with columns for Id, Name, Type, and Breed. The first row shows Id 1, Name Chester, Type Dog, and Breed Golden. The next pane, 'Groom Styles - 1', has columns for Description and Trim Type, with a row for 'Chesters Show Groom' and a 'Show' button. The 'Appointments/Bookings - 18' pane shows a table with columns for Id, Date, Type, and Total Cost, with two rows of data. The bottom pane, 'Invoices - 1', shows a table with columns for Invoice #, Date, and Amount, with one row showing Invoice # 1, Date 27/08/2007, and Amount \$163.00.

### 2. Locate customer and pet information quickly and easily

Ever had a customer call asking for Fido to be booked in on Monday, and they don't even tell you their own name before hanging up? How would you find out the customer without having to manually trawl through your customers' records looking for a "Fido"? In PetLinx that's not a problem - the Customers and Pets screen allows you to locate a customer using **any** criteria. Enter "Fido" in the Pet Name field and click the search button, and PetLinx will display Fido's owner. If you managed to get the customers' phone number, enter that in the Phone field instead and click search to find them. You'll be able keep tabs on all your customers, all the time, using PetLinx.

### **3. Up to date financial reporting**

If you want to know the sales of a particular retail product for the month; what is the most lucrative service you provide for your customers; or the amount of sales processed by credit card versus cash – PetLinx can generate this information and a whole lot more. PetLinx contains a comprehensive reporting system which provides you with a picture of the state of your business instantly from which you'll be able to see how you are going against your targets. You'll also be able to view your tax obligations in a variety of different reports to make it easy to fill out your tax returns.

### **4. Backing up data**

Think of the worst case scenario for your business; a theft or fire in your premises that destroys your client cards or perhaps the computer containing your database crashes. Could you afford to lose your complete client history? PetLinx provides you with peace of mind by storing your database in one file on your computer and providing a number of solutions to backup your valuable data:

- The AutoBackup feature makes backups of your database every few hours while you work.
- The PetLinx Backup and Restore program provides an easy method of backing up your database onto a removable disk, and restoring your database if an emergency requires it.
- An alert will prompt you to backup your database periodically so you don't have to remember to do this yourself.

### **5. Marketing**

PetLinx isn't just a solution to help you store your customers' information and book appointments; it's also a valuable marketing tool that will help you stay in touch with your customers. PetLinx can generate mailouts (letters, emails, and postcards) containing content that you create and is personalized to each customer. You can send mailouts to commemorate a pet's birthday, to remind a customer of their pet's expiring vaccinations, or you can create newsletters to send to all your customers telling them your latest news. There's even a mailout for customers whose pets haven't been in for a while, so you can chase up those pets who are overdue for an appointment and increase the number of return visits.

There are of course a lot more features in PetLinx that can make an instant positive impact on your business. You can try it out today and see for yourself – download a free 30 day demo from [www.petlinx.com](http://www.petlinx.com). Please contact our friendly staff at [info@softwarerevolutions.com](mailto:info@softwarerevolutions.com) if you require further information.