

Everything your salon needs, **in one place.**

Appointments, billing, inventory, marketing and client loyalty — one clean platform built for Indian salons and spas, so you can spend less time juggling apps and more time growing the business.

Multi-location ready

India GST built-in

WhatsApp & SMS native

Built to replace five different tools with one

Most salons run their booking book, billing register, WhatsApp reminders, loyalty tracking and inventory notes in separate places. SalonCRM brings all five into a single system that talks to itself.

01

Simplify the front desk

One screen for bookings, walk-ins, billing and client history — no more switching between a register, a diary and a phone.

02

Grow repeat business

Loyalty points, packages, referrals and automated win-back campaigns keep clients coming back without manual follow-up.

03

Stay compliant, stay in control

GST-ready invoicing, role-based staff access and multi-location reporting, built for how Indian salon businesses actually operate.

The problem with spreadsheets and paper diaries isn't that they're free — it's that they don't talk to each other. A missed follow-up costs a repeat client; an untracked product costs margin; a manual GST summary costs an afternoon every month. SalonCRM removes the gaps between booking, billing, stock and marketing so nothing falls through the cracks.

Everything below is a real module inside the product — not a mockup or a roadmap promise. Every screen shown in this document is part of the live platform.

50+

Screens across booking, billing & ops

4

Connected areas: public site, salon app, portal, admin

1

Login for owners, managers & every branch

24/7

Online booking — no receptionist required

Booking, scheduling & billing

The daily engine of the salon — get every client seen, billed and followed up without a receptionist juggling three tools at once.



Drag-and-drop calendar

Day, week and month views with per-staff columns. Reschedule with a drag; walk-ins and rebookings take seconds.



Point of sale & invoicing

Ring up services and retail products, assign the performing staff per line, apply discounts and generate a GST-ready invoice instantly.



Waitlist & recurring bookings

Capture clients waiting for a slot and notify them the moment one opens. Set up standing appointments for regulars so they never have to ask.



24/7 public booking page

Every salon gets its own branded booking link — clients pick a service, stylist and slot online without calling the front desk.



Automated reminders

SMS, email and WhatsApp reminders and booking confirmations, configurable lead time, cut no-shows without manual calling.



Cancellation & deposit rules

Configurable notice windows, no-show fees and optional deposits collected online to protect the calendar from last-minute drop-offs.

Turn first-time clients into regulars

Acquisition is expensive — retention is where the margin is. SalonCRM automates the follow-through that most salons mean to do but never get to.



SMS, WhatsApp & email campaigns

Build client segments and schedule a win-back or promotional campaign across all three channels from one screen.



Loyalty points & prepaid packages

Configurable earning and redemption rules, plus bundled prepaid session packages and memberships clients buy upfront.



Referral rewards

A shareable referral link per client, with automatic points for both the referrer and the referee — word-of-mouth growth on autopilot.



Gift cards & vouchers

Issue prepaid gift cards with balance tracking, redeemable across any service or product at checkout.



Social content calendar

Plan and schedule Instagram & Facebook posts, with one-tap capture straight from a client's completed appointment.



Feedback & review routing

Collect post-visit ratings automatically. Happy clients get routed to Google reviews; unhappy ones get routed to private resolution first.

Run the back office without the spreadsheets

Stock, staff, reporting and tax — the parts of the business that are invisible to clients but decide whether the salon is actually profitable.



Inventory & consumption tracking

Live stock levels with ml/unit tracking. Products auto-deduct as services are billed, with purchase orders and supplier records built in.



Analytics & payroll reports

Client lifetime value, churn risk, service trends, staff commissions and revenue — all in one reports hub, exportable on demand.



GST-ready reporting

Rate-wise GSTR-1 summary with CGST/SGST split, HSN summary and one-click CSV export — built for Indian compliance from day one.



Roles & granular permissions

Owner, manager, receptionist and stylist roles ship out of the box, each scoped to exactly what they should see and do.



Multi-location management

Every branch gets its own hours, staff, roster and resources — with consolidated reporting for the owner across all locations.



Digital consent forms

Send digital consent and intake forms for chemical treatments or any service that needs client sign-off, stored against the client record.

What the client actually sees

A smooth front-of-house is felt, not just seen. Here's the loop that keeps clients booking again without your team lifting a finger.



Books online

Client picks a service & slot on the salon's own booking page, 24/7.



Gets reminded

Automatic SMS/ WhatsApp confirmation and a reminder before the visit.



Visits & pays

Checked in on the calendar, billed at POS, GST invoice generated instantly.



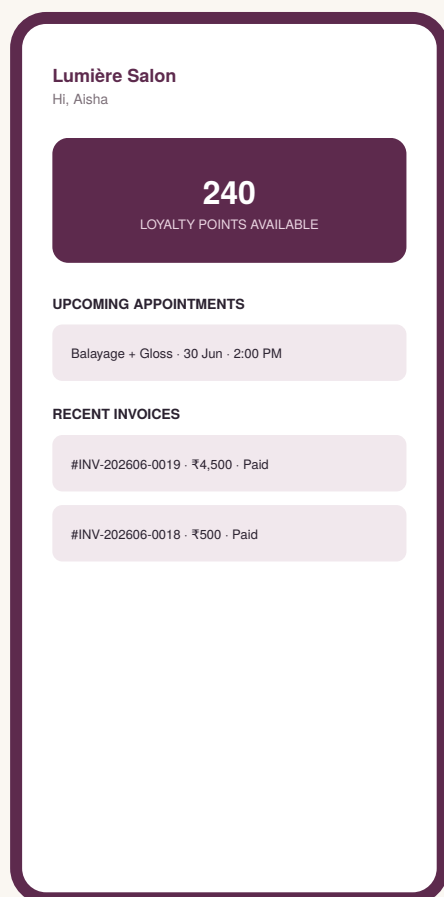
Shares feedback

A short post-visit survey; happy clients are guided to leave a public review.



Earns & returns

Loyalty points land automatically, nudging the next booking.



A self-service portal, branded as yours

Every salon's clients sign in with just their phone number.

- **View & rebook** — clients see upcoming and past appointments and rebook a past service in one tap, without calling in.
- **Track loyalty** — points balance and history are visible any time, reinforcing the reason to come back.
- **Pay online** — outstanding invoices can be settled from the portal directly, reducing pending-dues follow-up for staff.
- **Cancel within policy** — self-serve cancellation respects the salon's own notice-window rules automatically.

PLANS

Priced to grow with the business

Start with a single chair, scale to a multi-branch chain — the same platform, without switching systems as you grow.

STARTER

₹499/mo

₹4,790 billed yearly · 20% off

- ✓ 1 location
- ✓ Up to 5 staff members
- ✓ Up to 500 clients
- ✓ Online booking & POS
- ✓ SMS & email reminders

PRO

MOST POPULAR

₹1,499/mo

₹14,390 billed yearly · 20% off

- ✓ Up to 3 locations
- ✓ Up to 20 staff members
- ✓ Up to 5,000 clients
- ✓ Everything in Starter, plus:
- ✓ Loyalty, referrals & gift cards
- ✓ Marketing campaigns & social calendar

PREMIUM

₹3,499/mo

₹33,590 billed yearly · 20% off

- ✓ Up to 10 locations
- ✓ Up to 100 staff members
- ✓ Up to 50,000 clients
- ✓ Everything in Pro, plus:
- ✓ Advanced analytics & churn tracking
- ✓ Priority support

Prices exclusive of GST. Annual billing comes with a 20% discount versus the monthly rate. Every plan includes GST-ready invoicing, role-based access and the client self-service portal.

GET STARTED

See it running on your own salon's data

The fastest way to evaluate SalonCRM is a live walkthrough with your own services, pricing and staff loaded in — not a generic demo.



Book a walkthrough

A 30-minute session on your own service menu and pricing.



Free trial setup

No card required — your salon is live on its own subdomain same-day.



Migration support

Bring in your existing client list and appointment history at no extra cost.

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SalonCRM — a Dawki Infotech product