



S&S Case Study

Scissors and Scotch Enlists MyTime to Support Handcrafted Customer Experiences and Memberships at Scale

Scissors and Scotch: A MyTime Success Story

Scissors and Scotch, a premier barber shop and bar franchise, has revolutionized its operations, customer satisfaction, and growth trajectory by leveraging MyTime's comprehensive Barbershop Software and POS platform. This case study explores how MyTime's customizable solutions, robust support for membership programs, and franchise-focused design have been pivotal to Scissors and Scotch's success.

A Bold Vision for The Barbershop Space

Scissors and Scotch was founded with a bold vision: to blend high-quality grooming services with a sophisticated social experience. Tanner Wiles, co-founder of Scissors and Scotch, recognized a saturated market filled with generic haircut services but lacking in personalized experiences for men. "We saw a big gap in what was quite frankly a saturated market. You can get your haircut anywhere, but there was a big gap from an experience perspective. As consumers, we felt that gap and



knew someone needed to do it better,” said Tanner. From scheduling to check-out and everything in between, Scissors and Scotch knew it could be done better.

This realization drove the founders to create a unique space where men could not only enjoy a great haircut but also an exceptional overall social experience. As their concept caught on and grew in popularity so too did the need to support additional client engagement and loyalty measures like the creation of their membership program. Right from the start, Scissors and Scotch understood that technology would be a critical component in building a franchise model capable of serving their clients and maintaining brand consistency, and operational efficiency across multiple locations.

The Need for A Technology Partner Is Realized

On top of providing an exceptional booking and point of sale experience, Scissors and Scotch looked for a technical partner that could support their out-of-the box membership program, was people-centric, and built for the franchise model.

1 Building & Supporting A Membership Community

Starting from humble beginnings, Scissors and Scotch introduced the concept of memberships, which initially was an unpolished idea but quickly proved to be a game-changer. Tanner recalls the early days, “When we opened our very first shop, we had this concept of memberships but had no idea what it would look like. During our soft openings, we printed



our membership prices on a Word document.” Despite the rudimentary setup, the membership idea resonated with customers, leading Scissors and Scotch to seek a more formal membership management solution from MyTime. The robust platform provided the tools needed to manage and scale the membership program effectively, leading to the development of the Private Barrel community, which now boasts over 20,000 members.

The large and growing Private Barrel membership community reflects the company's commitment to providing an exceptional experience.



2 A Focus on People

From the beginning, Scissors and Scotch prioritized creating a personalized experience for men, filling a void in the market where salons and barbershops often overlooked the unique needs of male customers. Additionally, the franchise invested heavily in their staff, offering career paths, benefits, and paid vacations, which were uncommon in the industry at that time. “If your people enjoy the experience, they are more likely to provide enjoyable experiences for the clients,” Tanner emphasized. MyTime’s platform enhances this people-centric approach by providing robust customer profiles and an intuitive interface for schedule management and daily operations.



Robust customer profiles

enable service providers to deliver an even better, personalized experience, tailoring services to individual client preferences.



MyTime’s highly intuitive interface

simplifies schedule management and daily operations, creating a well-organized and efficient work environment.

This blend of technology and personal touch ensures that both customers and staff have a superior experience, aligning perfectly with Scissors and Scotch’s core values.



3 A Technology Built for the Franchise Model

The franchise model of Scissors and Scotch is built on a blueprint that excites prospective franchisees, encouraging them to invest their time, energy, and capital. A crucial element of their growth strategy was integrating technology seamlessly into their business model. Initially using another provider, they soon realized it wasn't a long-term solution for their tech-forward approach. Partnering with MyTime in early 2018 allowed them to align their tech-forward approach with a customizable and scalable solution. MyTime’s focus on multi-location and franchise-specific needs ensured operational consistency and integrity across numerous locations, making it the ideal partner for Scissors and Scotch.

Tanner highlights, “MyTime was the right platform for us. Everyone has been really receptive to product feedback, and the amount of resources and development dollars that have gone into providing the best solution for their partners is phenomenal. MyTime has done a great job, and we couldn’t be more thankful for them as a partner.”

Challenges Faced

Initially, Scissors and Scotch faced significant challenges with their previous technology provider. The main issues included:

Technology Alignment: The platform did not align with Scissors and Scotch’s tech-forward vision, requiring the business to adapt its processes to fit the technology instead of the other way around.

Scalability Issues: Managing memberships, services, and inventory across multiple locations proved cumbersome and inefficient, impeding growth and operational consistency.

Membership Management: The system for handling memberships was particularly problematic, making it difficult to manage and grow a robust membership program.

Operational Efficiency: The lack of integrated, user-friendly features made it challenging to maintain consistency and operational efficiency across different locations, crucial for ensuring a uniform customer experience and effective franchise operations.

These challenges highlighted the need for a partner that could provide a more integrated, customizable, and future-proof solution, which led Scissors and Scotch to MyTime.



Why is MyTime the Ideal Partner for Scissors and Scotch?

1 Technology to Power Innovative Memberships: The Private Barrel Program

Tanner Wiles, the Co-Founder and CEO of Scissors and Scotch, highlighted the importance of a recurring service model when he said, “A haircut is a recurring product and service. To go into an establishment and for that establishment to not say, I want to have you as a client not just today but in the future as well is insanity.” Tanner and the Scissors and Scotch team aimed to create a membership program that would not only drive recurring revenue but also enhance the overall client experience. They envisioned a premium service package that would cater to individual needs and preferences, ensuring a luxurious and personalized grooming experience for every member.





Membership Benefits

The Private Barrel membership was designed with several exclusive benefits to provide maximum value to members:

Free Upkeeps: Members receive complimentary razor cleanups for their neckline and hairline.

Member Events: Special events are organized exclusively for members, fostering a strong sense of community.

Special Discounts: Members enjoy discounts on services and products, making it a cost-effective choice for regular grooming.

Customizable Experience

To meet the diverse needs of their clients, Scissors and Scotch wanted a program that allowed members to select their preferred frequency of visits and favorite service packages. This flexibility ensures that the grooming schedule fits seamlessly into each member's life, enhancing client satisfaction and fostering a sense of loyalty and exclusivity.

Why MyTime?

To achieve these goals, Scissors and Scotch needed a technology partner that could provide a scalable, customizable solution capable of supporting a complex membership program. MyTime's platform was the perfect fit, offering:

Streamlined Membership Management: An intuitive interface for easy creation and management of membership plans, ensuring tailored experiences for each client.

Enhanced Client Engagement: Automated communication features that keep members informed about appointments, special events, and exclusive offers.

Operational Efficiency: A centralized system to manage memberships across all locations, maintaining consistency, reporting, and high standards.

Scalable Growth Support: The robust platform enabled Scissors and Scotch to grow their membership program from the ground up to over 20,000 happy members.





2 A Scalable Solution Tailored for Franchises

Scalability Needs As a growing franchise, Scissors and Scotch required a scalable solution to manage their expanding operations effectively. MyTime's platform provided the necessary tools to maintain operational consistency and efficiency across all locations. The focus MyTime has put into the franchise and multi-location model, along with their deep understanding of the needs and demands in this space, was a significant deciding factor for Scissors and Scotch.

Leveraging MyTime's comprehensive and adaptable platform, Scissors and Scotch transformed their vision for the Private Barrel membership into a cornerstone of their business. This not only fueled business growth but also elevated the client experience, exemplifying the impact of a well-aligned technical partnership.

Tanner, on the experience of building a custom membership program with MyTime, "I needed to build a program that met the needs of our clients. I didn't build the program around the technology. I was able to work directly with the development team on how our membership program needed to be built. The way we had to run memberships with our previous provider was a complete mess and not scalable whatsoever. With MyTime, the technology was designed around how we sell to our clients."

Centralized and Granular Control for Consistency and Flexibility MyTime's platform provides Scissors and Scotch with a centralized dashboard and over 80 reports that allow for uniform management of inventory, services, staff and location performance, staff management, and memberships across all locations, ensuring brand consistency and operational control. This centralized control is complemented by the platform's flexibility, enabling granular management of specific needs. For instance, global inventory updates can be made with just a few clicks while also still allowing for location specific adjustments to local product offerings. This combination of centralized and granular control ensures seamless operations and supports the franchise's ability to maintain high standards and adapt to local needs. Tanner Wiles emphasized, "MyTime provides the level of detail and oversight necessary for scaling effectively." He continued, "It's working much smarter not harder."



“ To scale, you must maintain brand and operational control, and MyTime is the platform that provides that kind of granular level of detail and oversight. ”

- Tanner Wiles,

Owner, Co-founder, Scissors & Scotch

Ease of Expansion MyTime’s scalable solution has facilitated the methodical expansion of Scissors and Scotch. The platform’s robust features and ease of use have made it possible to open new locations seamlessly while maintaining high standards and operational efficiency. Tanner Wiles emphasized, “What really sets MyTime apart is their realization of multiunit growth and the needs therein, and how they pour their focus into building a scalable platform.”

In summary, MyTime’s platform has been pivotal in enabling Scissors and Scotch to scale their operations efficiently while maintaining the high standards and consistency that are essential for their brand's success.

3 The Need for a Technical Partnership

Enable a Tech-Forward Service Provider Approach

Early on, Scissors and Scotch recognized the critical role technology would play in delivering superior service. They sought a technology partner that understood and supported their vision of being a tech-forward service provider. On finding a technology partner, “Being able to integrate the technology into our business and not adapting our business around the technology was incredibly important to us.” This tech-forward approach aligned perfectly with MyTime’s capabilities and has allowed Scissors and Scotch to hand craft a truly scalable experience.

Customer Feedback for Responsive

Development MyTime’s commitment to incorporating feedback from Scissors and Scotch has been crucial for the organization. The MyTime platform continuously evolves to meet franchise needs, demonstrating its dedication to their partners’ success. This commitment to customer feedback is another crucial factor in the success of S&S. A few ways that MyTime actively engages with their customers are through Merchant Council calls and frequent account management meetings. Here MyTime gains valuable feedback and ensure it’s customers



“ MyTime doesn’t just request product feedback. They actually request product feedback and then align development efforts around that product feedback. ”

- Tanner Wiles,

Owner, Co-founder, Scissors & Scotch

are part of the product roadmap. This ensures that customers like Scissors and Scotch are part of the direction and growth of the company. OF the most recent Merchant Council meeting, Tanner shared that he and the team are excited for the future because “looking at the development roadmap, these are all things that align with our business and will allow us to scale faster.”

Innovative Solutions The product of MyTime’s innovative approach goes far beyond creating the the most robust and intuitive client booking and staff scheduling features available. Centralized inventory management allowing for global updates across all locations, customer profiles to enable marketing teams and service providers to cater their offerings and services, and robust reporting and analytics to allow franchise owners to make data driven decisions. Tanner Wiles emphasizes, “MyTime’s greatest strength is listening to their customers and building solutions that meet their needs, not just what’s easy. There are always new features coming out that are truly needed, not just nice-to-haves.” This dedication to responsive development and practical innovation sets MyTime apart as a critical partner in Scissors and Scotch's growth and operational success.



“ The amount of resources and development dollars that have gone into continuing to provide the best solution for their partners, MyTime has done a phenomenal job at that and we couldn’t be more thankful for MyTime as a partner in general. ”

- Tanner Wiles,

Owner, Co-founder, Scissors & Scotch

Why MyTime?



Customizable and Scalable Solution

Expanded membership program to over 20,000 members with a platform that ensures tailored experiences and operational efficiency.



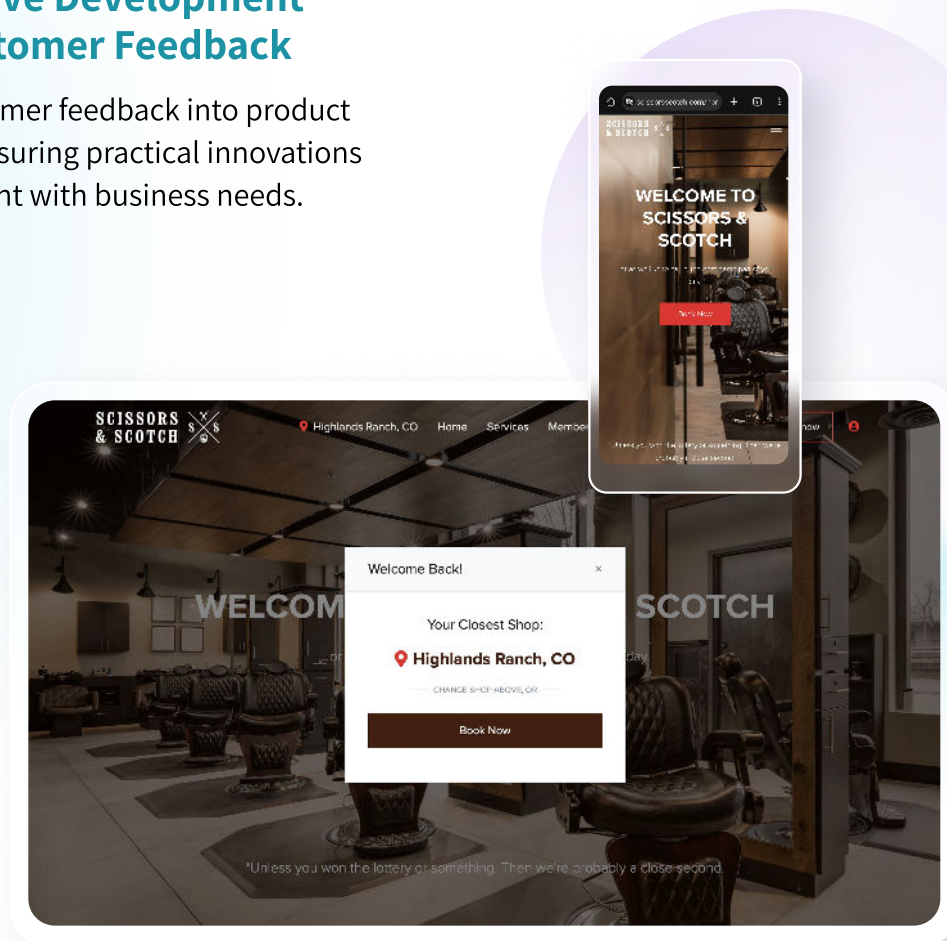
Franchise and Multi-location Expertise

Centralized dashboard and detailed reports for consistent management of inventory, services, and staff across all locations.



Responsive Development and Customer Feedback

Integrated customer feedback into product development, ensuring practical innovations and alignment with business needs.



Real Results: The MyTime Impact

The Creation of a Scalable Membership

Solution With MyTime, Scissors and Scotch has streamlined operations, significantly reducing administrative burdens and enhancing overall efficiency. This operational boost has enabled them to scale their membership program to 20,000 members, with ambitions to reach 40,000. Centralized management of services, membership programs, and inventory has been crucial in achieving this growth. MyTime's platform allows Scissors and Scotch to maintain consistency and control across all locations, paving the way for continued expansion and success.

Delivering Exceptional Experiences

Scissors and Scotch has established a strong link between creating a positive experience for their service providers and the quality of service delivered to customers. By offering a seamless and intuitive operating experience with tools like simplified scheduling and detailed client profiles, MyTime enables service providers to excel. This, in turn, enhances the quality of service clients receive. The comprehensive features provided by MyTime have significantly increased customer satisfaction and loyalty. Clients frequently praise the superior experience at Scissors and Scotch, with some even requesting lifetime memberships, highlighting the exceptional service and customer care fostered by the seamless integration of MyTime's tools.

Driving Predictable and Sustainable

Revenue The membership model, supported by MyTime, has been a significant driver of brand and revenue growth for Scissors and Scotch. The predictability of recurring revenue from memberships ensures financial stability, allowing for strategic planning and making the franchise opportunity highly appealing to potential franchisees. Tanner Wiles explains, "May 1st we know we have 20,000 people that are very excited to come into our shops. We are a for profit business, and predictable revenue is great, but from a stylist perspective, knowing that I have my clients committed to seeing me every month is even more powerful." This stability not only boosts revenue but also strengthens client-stylist relationships, fostering long-term loyalty and satisfaction. The success of the membership model underscores the importance of MyTime's role in enabling scalable growth and operational efficiency.



Measuring Impact



Scalable Membership Growth

MyTime streamlined operations and centralized management, enabling Scissors and Scotch to scale their membership program to 20,000 members, with a goal of reaching 40,000.



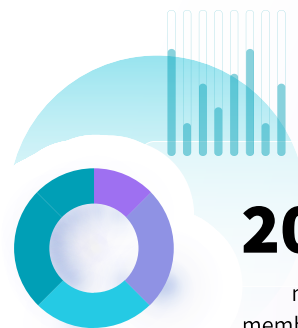
Enhanced Customer Experience

MyTime's intuitive tools for both clients and service providers, along with detailed client profiles, have boosted customer and staff satisfaction and loyalty.



Stable Revenue Growth

The MyTime-supported membership model ensures predictable recurring revenue, enhancing financial stability and making the franchise more appealing to potential franchisees.



20,000

members in membership program



In summary, the partnership with MyTime has been transformative for Scissors and Scotch. By providing a scalable, customizable, and tech-forward solution, MyTime has empowered Scissors and Scotch to offer unparalleled experiences to both clients and service providers, ensuring their continued growth and success in the competitive grooming industry. As co-founder and CEO Tanner Wiles aptly put it, “We couldn’t be happier with our relationship with MyTime and truly see MyTime as a partner in Scissors and Scotch. MyTime is a big part of what we do and how we operate as a company. MyTime allows us that high level of personalization and customization. I talk about hand crafting the client experience, and that goes beyond just the shop. It goes to their online presence as well, and without MyTime, we wouldn’t be able to extend that hand-crafted experience beyond the four walls of our shops.”

Future Outlook

Looking Ahead: What is Scissors and Scotch Excited About?

Scissors and Scotch is eagerly anticipating the future developments with MyTime, particularly the implementation of a structured referral program. Tanner Wiles highlights, “The referral program is a big priority for us in the near future. It accelerates the growth of new locations. We’ve got a really unique concept that our clients really latch onto, and word of mouth is 100% our greatest advocate and source of new customers and clients. So yes, the ability to have a really organized and structured referral program is something we are pretty excited to engage.”



Scissors and Scotch’s success story illustrates the powerful impact of partnering with MyTime. Other businesses seeking to enhance their operations, improve customer satisfaction, and drive growth should consider MyTime as their technology partner.

Ready to learn more?
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or call 888-423-1944