

V's Barbershop Blending Tradition with Modern Technology

About V's Barbershop

For 25 years, V's Barbershop has brought the classic barbershop experience to life while seamlessly integrating modern technology. Founded in Phoenix, Arizona, by Jim Valenzuela, V's was born from Jim's nostalgic memories of visiting barbershops with his father. V's Barbershop is a celebration of timeless traditions, tailored customer service, and community-building, with an added focus on cutting-edge tools to enhance the experience.

From its modest roots to a thriving franchise with 60 locations across 18 states (as of June 2024), V's Barbershop has set itself apart by offering authentic barbershop aesthetics—checkerboard floors, vintage barber chairs, and warm, welcoming atmospheres—combined with the ease and convenience of modern-day technology.

The Challenge

Before transitioning to MyTime in 2019, V's Barbershop used outdated software that limited their growth and flexibility. The challenges included:

- Lack of franchise-level oversight and flexibility for individually owned locations.
- Ineffective tools for managing bookings, inventory, and tips.
- Inability to integrate seamlessly with Google, social media, and modern omnichannel tools.
- Difficulty implementing policies (e.g., prepay, cancellation) for new and established markets.

With franchise owners prioritizing personalized customer service, V's needed a software partner that could blend operational efficiency with flexibility, supporting both traditional barbershop practices and advanced technology.



The Solution: Why MyTime?

V's Barbershop chose MyTime to bring the "Uber experience" to its franchise while maintaining its authentic, nostalgic vibe. MyTime's platform provided the perfect solution:

Flexible and Customizable Platform:

Supports each franchise's unique needs, offering tailored solutions such as customizable tip configurations, location-specific inventory management, and operational flexibility to meet diverse market demands.

Parent-Level Oversight

Allows corporate teams to implement system-wide settings for consistency while offering franchise-level customization, enabling individual owners to adapt workflows, policies, and features to meet their unique market needs.

Omnichannel Booking

Enables bookings seamlessly through Google, Facebook, websites, and MyTime's Branded Guest App, ensuring customers can schedule appointments wherever they are—whether browsing search results, scrolling social media, or using branded digital tools.

Modern Tools for Traditional Businesses

Combines walk-ins, prepay options, and advanced digital scheduling tools to match evolving customer needs, ensuring seamless service for both traditional walk-in patrons and tech-savvy clients who prefer to book in advance through online platforms or mobile apps.



The Results

Since implementing MyTime, V's Barbershop has experienced significant improvements across several key areas:

Omnichannel Scheduling

Challenge: Limited booking channels restricted growth opportunities.

- **Solution:** MyTime's omnichannel capabilities allow customers to book through Google, social media, and the branded website, providing unparalleled convenience and accessibility.
- **Impact:** Google has emerged as the **#1 booking source** for many locations, increasing visibility, driving more appointments, and ensuring customers can effortlessly schedule services on the platforms they already use every day.

Tip Management

- **Challenge:** Inconsistent tipping models created operational headaches for franchise owners.
- **Solution:** MyTime's flexible tip configurations allow each location to personalize tipping preferences, whether through set percentages or custom input options.
- **Impact:** Franchise owners have achieved better tip consistency while ensuring barbers receive **daily payouts**, improving satisfaction and reducing cash-flow strain for both owners and barbers.

Reputation Management

- **Challenge:** Reviews were siloed, and franchisees lacked tools to manage them effectively.
- **Solution:** MyTime's Reputation Manager integrates directly with Google Reviews, enabling franchisees to generate, monitor, and respond to customer feedback across multiple platforms.
- **Impact:** Franchisees can now focus on enhancing their Google ratings, boosting local visibility and driving new customer acquisition by building trust through consistent, high-quality online feedback.

Inventory Management

- **Challenge:** Prior software made inventory tracking cumbersome, resulting in outdated or inaccurate records.
- **Solution:** MyTime's streamlined inventory tools allow franchisees to maintain real-time stock visibility, set low-stock alerts, and organize inventory at both the corporate and location levels.
- **Impact:** Franchisees can proactively manage inventory levels, reduce stockouts, and explore initiatives such as **"Buy Online, Pick Up In-Store"**, which will enhance customer convenience and drive foot traffic.

Prepay and Cancellation Policies

- **Challenge:** No-shows impacted revenue, particularly in newer shops and busy markets.
- **Solution:** MyTime's prepay and cancellation policy features enable franchise owners to set market-specific rules, such as requiring prepayment for high-demand times or implementing cancellation fees.
- **Impact:** Locations in college towns and newer markets have reported significant no-show reductions, ensuring barbers maximize their time and revenue.

Data Insights & Reporting

- **Challenge:** Limited reporting tools hindered operational visibility, making it difficult to identify performance trends.
- **Solution:** MyTime's enhanced reporting suite delivers valuable insights on key metrics like service trends, retail performance, and barber productivity, accessible at both parent and franchise levels.
- **Impact:** Franchisees now make data-driven decisions to optimize service offerings, boost retail sales, and implement performance benchmarks that drive continuous growth and efficiency.



Key Feature Highlights

Google Integration

V's customers can book directly from Google, significantly increasing online trust and driving higher booking rates. By seamlessly integrating MyTime with Google, V's Barbershop has unlocked the power of local search—where many customers first discover services—to provide a frictionless booking experience. As a result, Google has become the top booking channel for several locations, leading to greater appointment volume, improved customer satisfaction, and measurable revenue growth.

Reputation Management

MyTime's Reputation Manager offers powerful, automated tools to generate and respond to reviews across Google, Yelp, and other key platforms. By streamlining the review process, franchisees can quickly gather more five-star reviews, respond to customer feedback in real time, and address concerns before they escalate. This proactive approach has not only enhanced V's Barbershop's online reputation but has also driven measurable improvements in visibility, trust, and customer acquisition. Locations utilizing MyTime's tools have reported higher Google ratings and a noticeable uptick in bookings tied directly to their enhanced online presence.

Prepay Options

Helps reduce no-shows and improve revenue consistency by enabling franchise owners to implement customized prepay and cancellation policies. For locations with high demand, such as college towns or busy urban markets, requiring prepayment for appointments has significantly decreased missed bookings, ensuring barbers' schedules are fully utilized. Franchisees have reported measurable revenue increases as barbers are able to maximize their time, and the reliability of appointments has fostered stronger relationships with clients who appreciate the streamlined and accountable booking process.

Custom Tip Settings

MyTime offers flexibility for each location to configure tipping settings based on market dynamics and owner preferences. For example, long-standing locations in mature markets may choose open-tip input options, maintaining the traditional barbershop experience where customers leave custom tips. Meanwhile, newer locations or franchisees in high-volume areas often opt for preset percentage-based tips, ensuring a faster and more consistent checkout process. This adaptability has not only improved operational efficiency but also enhanced customer satisfaction by aligning with diverse preferences across markets. Franchisees have reported increased tip amounts and improved barber morale, as barbers receive daily payouts seamlessly, reducing reliance on cash handling and visits to the bank.

Key Feature Highlights

Inventory Management

MyTime's inventory management tools provide real-time tracking and visibility, empowering franchisees to maintain accurate stock levels effortlessly. Automated low-stock alerts notify owners when it's time to reorder, preventing product shortages and ensuring shelves are always stocked with high-demand items. This streamlined approach has led to reduced manual inventory errors, improved stock turnover, and a notable decrease in lost sales. Franchise owners have reported saving significant time previously spent on inventory management, allowing them to focus on delivering exceptional customer service and driving retail sales growth.

Parent-Level Control

MyTime allows corporate teams to maintain critical oversight while empowering franchisees with operational flexibility to adapt to local market needs. At the corporate level, settings such as product management, pricing, and reporting tools ensure consistency and compliance across all locations. Simultaneously, franchisees retain the ability to customize workflows, promotions, tip settings, and policies to meet the unique demands of their markets. This balance has proven vital for V's Barbershop, enabling locations to preserve their individuality while benefiting from centralized control. Franchisees have reported increased efficiency, stronger alignment with their customer base, and the ability to address local challenges while adhering to overarching brand standards.



What V's Barbershop Says

MyTime has allowed us to blend old traditions with modern technology. Our customers can now walk into a shop that feels classic and timeless, with checkerboard floors and vintage barber chairs, yet experience all the modern conveniences they expect today. From seamless booking through Google to real-time inventory management, MyTime has elevated the customer experience while helping our franchisees streamline operations and grow their businesses. This combination of tradition and technology has been key to our success as we continue to expand. MyTime's tools, like omnichannel booking and reputation management, have been game-changers for our franchisees.

Renae Germinaro, Franchise Operations, V's Barbershop



The Future with MyTime

Looking ahead, V's Barbershop is focused on:



Expanding **Buy Online, Pick Up In-Store** capabilities.



Increasing adoption of MyTime's inventory tools across all franchise locations.



Leveraging tools like MyTime's **Referral Program** to drive growth for new and existing franchises.



Lean into further integrations, such as Shopify, to enhance their eCommerce strategy.

V's Barbershop continues to grow, combining the richness of traditional barbershops with the modern solutions MyTime provides, offering customers a one-of-a-kind experience.

Conclusion

V's Barbershop stands as a testament to the perfect harmony between tradition and technology. By partnering with MyTime, V's has preserved its nostalgic charm while embracing tools that streamline operations, enhance customer convenience, and drive measurable growth. From omnichannel booking to reputation management and advanced inventory controls, MyTime has empowered V's franchisees to deliver exceptional service while simplifying their day-to-day operations. As V's Barbershop continues to expand its footprint across the country, MyTime remains a trusted partner, ensuring the timeless barbershop experience thrives in the modern era.

About MyTime

MyTime is the leading all-in-one operating system for multi-location and franchise businesses in the service industry, providing tools for omnichannel booking, staff and resource scheduling, inventory management, reputation management, marketing, multi-location and franchise management, and more. Designed to support complex workflows with flexibility and precision, MyTime empowers businesses like V's Barbershop to operate efficiently and grow seamlessly.



Ready to learn more?

Discover how MyTime can help your business thrive.

[Schedule a Demo Today](#)