

HOW OC Waxing **UNIFIED OPERATIONS AND SLASHED PAYROLL TIME**

by choosing all-in-one software

“ Payroll with Zenoti has completely changed my life. In my previous payroll process, I had to do everything manually by location – it took about two hours. Since switching to Zenoti, I just export a report and it's done in half an hour. ”

Kelsie Hove
Operations Manager

The Challenge

With five salons in Orange County, California, OC Waxing struggled to manage operations with multiple software systems. Manual payroll processing and a lack of interconnectedness across centers stole staff time from key initiatives like marketing. These pain points prompted the switch to a single system that would boost productivity and support the brand's growth.

The Solution

With Zenoti, OC Waxing got what they wanted most: a centralized view of company operations. Quick reports and payroll automation freed up management to focus on lost-guest acquisition: The brand used the power of Zenoti Smart Marketing to drive a few thousand visits and recover hundreds of lost guests within six months of software adoption.

Unifying operations brought an added benefit: It's now easy to track staff performance across all five locations to ensure team members receive the credit and incentives they worked hard to earn.



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75%

reduction in payroll
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3400

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Smart Marketing*