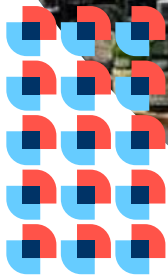




SALON BUSINESS SOLUTIONS



Case study

Scaling a £4M Haircare Powerhouse

How CloudFusion & Daktela Built a "Fit-for-Future"
Infrastructure for Salon Business Solutions (SBS)



Executive Summary



When **Salon Business Solutions (SBS)**, a premier UK haircare distributor, hit a **£4 million turnover**, their physical growth began to outpace their digital infrastructure. To support a move to a new **10,000 square foot facility**, a **185% increase** in capacity, they partnered with Gamma Partner, CloudFusion to overhaul their fragmented communications.

By deploying **Daktela** for the communications, SBS transitioned from siloed tools to a unified "one pane of glass" environment, ensuring their customer service scaled as fast as their warehouse.



The Challenge: The Growing Pains of a £4M Business

As SBS scaled, they faced a classic "Success Trap." Their business was booming, but their communication tools were stuck in the past. They were managing high-value client relationships across:



Siloed Voice Calls

Lacking context from previous interactions.



Fragmented Social Media

WhatsApp, Facebook, and Instagram messages were handled in separate apps.



Disconnected CRM

Valuable data in **Prospect CRM** wasn't talking to their phone system.

The Breaking Point: A planned move from a 3,500 sq. ft. unit to a massive 10,000 sq. ft. headquarters. SBS couldn't afford a single minute of downtime or a single missed message during the transition.



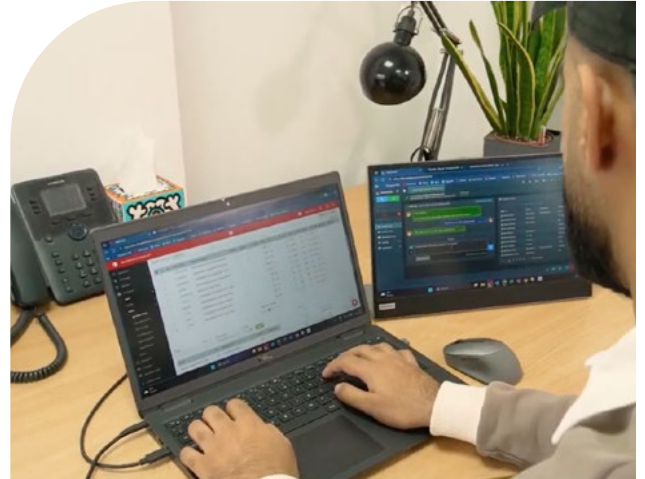
The Strategic Solution: The CloudFusion & Daktela Approach

Carl Lowe, Managing Director of CloudFusion, identified that SBS didn't just need a new phone system; they needed a **Communication Ecosystem**.

1. The "One Pane of Glass" Philosophy

CloudFusion implemented the **Daktela CCaaS platform** to consolidate every inbound and outbound channel. Instead of jumping between tabs, the SBS team now manages:

- **Inbound/Outbound Calls**
- **Emails & SMS**
- **Social Media Streams**
(WhatsApp, Facebook, Instagram)
- **Internal Teams Communication**



2. Seamless CRM Personalisation

The "secret weapon" was the deep integration with **Prospect CRM**. Now, when a client calls or messages, the Daktela interface instantly surfaces their history, preferences, and order status. This allows the SBS team to maintain the "human touch" that is vital in the premium beauty industry.

3. Proof of Concept (PoC)

Unlike off-the-shelf software, Daktela worked alongside CloudFusion to **prove the concept** worked for the specific SBS workflow before the full rollout.



What I like about Daktela is that they will not only work with you and understand the customer... they will also go away and prove the concept works for the customer at that stage too.



CloudFusion

Carl Lowe, MD at CloudFusion



The Results: Professionalism at Scale

The transition was seamless, supporting SBS through their most significant period of growth to date.



Zero Downtime

The 185% increase in premises capacity was supported by a cloud-first infrastructure that didn't miss a beat during the move.



Operational Speed

Directing messages to the right team members became instantaneous, drastically reducing response times.



Credible Growth

SBS now has the professional communication suite required to match their status as a premier UK distributor.



Daktela has been a massive addition for us. Those messages can be forwarded on to our customer service team in a very quick and efficient manner.



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Nick Barnes, Director at Salon Business Solutions



Why Strategic Partners Choose Daktela

For Gamma partners like CloudFusion, Daktela provides a credible alternative for clients with complex omnichannel requirements.



Speed to Value

Rapid deployment of professional CCaaS.



Ecosystem Fit

Seamlessly sits within the Gamma channel.



Collaborative Support

A partnership that goes beyond the sale to ensure long-term client success.



Watch the Video

See the warehouse, hear from the Directors, and watch the platform in action.



The advantages of Daktela are growing every day.

Get in touch to discover how you can raise the value of your business with an omnichannel solution.