Clover Flex: a payment solution that’s a cut above the rest
Sam’s Barbers has been around since 1901 and has expanded to five barbershops in the Dublin region. It has a varied clientele, from mums bringing in kids for back-to-school haircuts, tech-savvy students and working professionals looking for a relaxed but efficient experience in the barber’s chair. With customers increasingly opting to pay by card, fourth-generation barbers Sam and James Donnelly decided to take the business cashless and introduced Clover Flex as a smarter, faster way to take payments.

The result? A better customer experience. “Payments are simple, reliable and secure, but most noticeable is the efficiency and instantaneous speed at which a payment is processed,” explains James. “What seems like a little thing, has had a big impact.”

A cool new look

The Donnellys report that customers are delighted with the slick cool look of the Clover system. “It does look so clean and streamlined on the reception desk,” agrees James.

Importantly, it’s also intuitive and easy to use. “If you can use a smartphone, you can use a Clover device,” says Sam. Customers can even make payments from the barber’s chair, which makes for a less formal and more relaxed experience.

Remove the hassle of handling cash

The brothers were surprised how much time they saved by going cashless – and that means a better, more focused experience for customers. “We didn’t have to get floats in the morning or have staff running to the shop next door to get change for customers and cashing up at the end of the day was just a click of a few buttons.”

Better business insights

Clover devices give business owners real-time insight into the nuts and bolts of their business, saving time and enabling better decision-making. “The app is just fantastic and has given us an in-depth look at the business,” says James. “We can see what’s going on there and then and it’s really improved the day to day running of the business.”
“ Clover’s online reporting tool is very impressive and extremely useful for transaction reporting and employee tips,” says Sam. “But most of all is the speed at which Clover processes payments. This never ceases to impress.”

**Results that speak for themselves**

Since going cashless, Sam’s Barbers has been on a roll, with a 77% increase in sales and a 4% increase in average transaction value. What’s more staff tips are up by 196%, which the brothers suspect is down to staff having more time to focus on the clients.

“It’s saved us time, which means we’ve got more time to focus on the customer experience and that’s what really counts.”

Sam’s Barbers uses Clover Flex, the state-of-the-art, ultra-portable, feature-packed POS system that lets you accept card payments wherever you go.
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or visit www.aibms.com/Clover