



Case Study: How Men Styles Barbershop Transformed the Walk-In Experience with EnRoute



Overview

Business: Men Styles Barbershop

Owner: Jose Ortiz

Location: Central Florida

Challenge: Managing walk-ins without a system, no website, and lost time answering calls

Solution: EnRoute waitlist + kiosk + website

Result: Increased professionalism, reduced stress, happy customers, and a smoother shop experience

The Challenge

For eight years, Jose Ortiz built Men Styles Barbershop on hard work, pride, and customer care. But managing walk-ins without a system created unnecessary stress:

"Before EnRoute, I was trying to memorize who was here first. It was super stressful... if you make a mistake and skip someone, they get mad, they leave, and you get a bad review."

Using a paper list during busy seasons was inconvenient, disorganized, and error-prone.

The Turning Point

Jose didn't have a website. His Google profile didn't support online booking because of confusion with customers going to the wrong location. Although his shop accepted appointments, 30% of his clients preferred to walk in.

After a haircut and conversation with EnRoute founder Michael Wozniak, Jose decided to try the system and build his first website.

"You told me people can see the waitlist from their phones, even from the shower—and I was like, 'I gotta have that!'"

The Setup

EnRoute was installed on June 3rd, with a tablet kiosk at the shop and a new customer-facing website.

"Setup was a 10 out of 10—super easy."

"When I saw the kiosk in my shop, I was like 'Man, my shop went up. This is serious, it's rocking!'"

Barbers loved it too.

"If you involve your employees, they get excited. It made them feel like part of the business."

The Impact

In the first month and a half:

- Nearly 100 people joined the waitlist, most from the in-shop kiosk, some from the new website.
- Phone calls started decreasing as customers checked wait times online.
- Customer compliments are daily.

"Every day we have 1 to 2 people giving compliments about the system."

"Clients love it—they say, 'This is fire.' They feel like they're going to be taken care of. It's professional."

Even small things made a big difference:

"We can call clients by name now—it's not just 'next.' That's really important."

Jose also believes EnRoute has directly brought in new customers:

"There's people that don't like to call. They found us on Google and joined the list right from the website. I was so happy that day."

Jose's Message to Other Barbershop Owners

"Don't think too much—go ahead and do it. You're wasting time like I did. This is one of the best investments I've made in my business."

"Even if you're a slow shop, the professionalism it brings changes the way people see you."

"If you don't love it, I'll pay for your first month myself."