



Urban Barbershop Prioritizes Walk-Ins With EnRoute®

Customer Use Case



Summary

Jonathan Rodriguez is the owner of 2 barbershops in the Orlando, Florida area. He chose EnRoute to provide better customer service to his walk-in clientele, and to reduce the stress on his staff. He has already agreed to implement new features as they are deployed.

The Story Of Jonathan Rodriguez

Jonathan owns a barber shop in Orlando that, even with thirteen barbers, usually has people waiting for service. In 2023, he opened his 2nd location with a staff of nine barbers, and it also usually has people waiting in line.

As an entrepreneur, his main concern is to create a better customer experience in both of his shops for anyone who walks in and wants services. He and his team take a lot of pride in establishing great relationships with their customers, using modern techniques for the best results, and creating a great atmosphere where people feel relaxed.



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The Challenge of Serving Walk-In Customers

Jonathan tried to implement a pen-and-paper sign-in sheet to help keep everything straight, but the barbers would be busy and forget it was there, skipping over people in line. Sometimes this was by accident, and sometimes because the person they took first had an appointment. This makes those waiting in line who are passed over upset, and he wants to make sure that they are taking people in order so that it's fair.

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Why Jonathan Chose EnRoute

One of Jonathan's barbers brought Mike Wozniak and EnRoute to his attention, knowing that he is always looking for ways to better serve customers, and serve more of them throughout the day. Being unafraid of using technology, he liked the direction EnRoute is going. He deployed EnRoute's simple waitlist program and is excited to be on the ground level of what EnRoute has planned for the future.

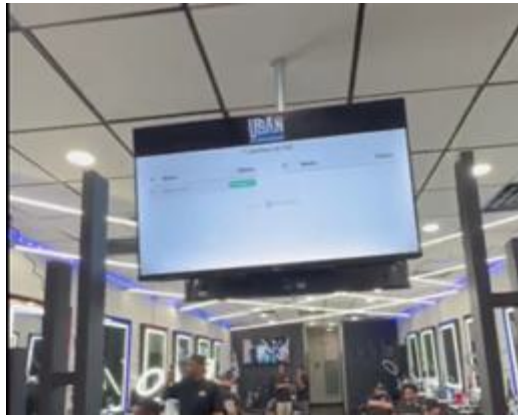
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How EnRoute Responded to Jonathan's Challenge

When Jonathan initially approached us, Mike immediately had a discussion with him to discover his specific needs. He then met with his team to pinpoint the basic features and equipment that would be needed to install and run the EnRoute technology in both of Jonathan's barbershop locations. What followed was a period of intense testing to ensure that the staff at either Urban Barbershop location would have a smooth, hassle-free experience with our product.

The Results

Both Urban Barbershop locations are now able to track when people arrive so that they can serve customers in order. In both shops, there is a kiosk tablet at the front door, and large TV monitors facing the front and the back of the shop, so that everyone knows who's next with just a quick glance.



SCHEDULE YOUR DEMO

If you want to be on the leading edge of customer service technology in the service industry, contact us today to get started. Before you know it, you'll be enroute to a more efficient and profitable future.

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