

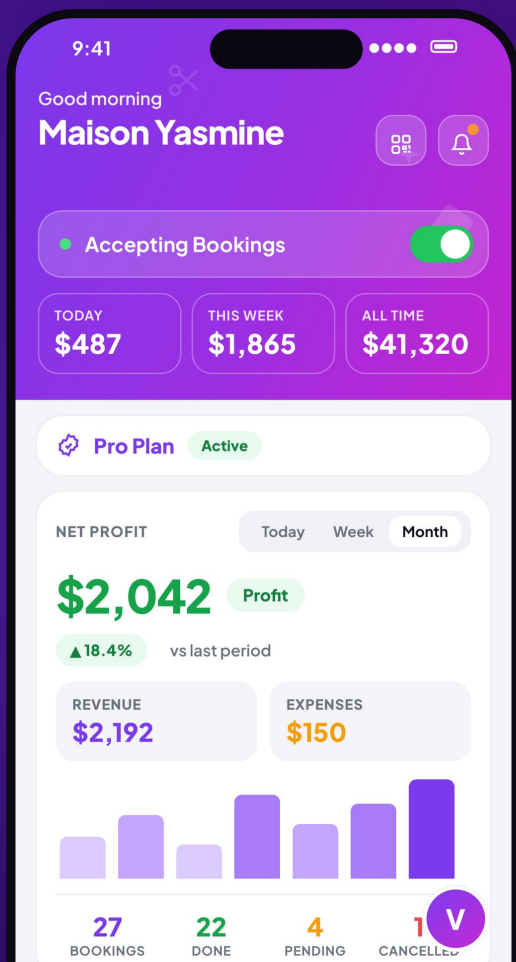


**Vicci**  
BUSINESS · FOR SALONS

3 MONTHS FREE · FIRST 50 SALONS

# Run your salon from **your phone.**

Bookings, chats, staff and cash. One app.



\$487 today

V

Ask V

4 pending

Go live

Pro plan

Net \$2,042

## THE REAL PROBLEM

# You didn't lose the client. You lost the message.

Every booking arrives as a WhatsApp. You're washing hair, so you read it two hours later — and by then she's gone somewhere else.

11:40 PM

### A client asks for Saturday.

You're asleep. She books somewhere else.

1:15 PM

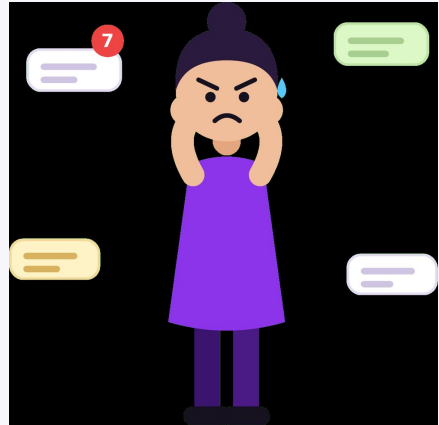
### Two girls, same hour.

You wrote one on paper, one in chat.

6:00 PM

### She wants her usual colour.

Nobody wrote down what it was.



**Three lost bookings a week is a month's rent, gone, every single month.**

## THE DIFFERENCE

# One Monday. Told twice.

Four moments from one ordinary day — how it goes now, and how it goes with Vicci.

11:40 PM

### A client asks for Saturday

✕ You see it tomorrow. She already booked elsewhere.

✓ **Vicci takes the booking while you sleep.**

9:00 AM

### Someone cancels at the last minute

✕ Two empty hours you can never sell.

✓ **One tap and every follower knows you are free.**

2:30 PM

### A regular sits in your chair

✕ Nobody remembers her last colour.

✓ **Her whole history is on her card.**

End of the month

### You try to work out what you made

✕ A rough guess from a notebook.

✓ **Profit, expenses and best service on one screen.**

# Ask them, not us.

"I was losing two or three bookings a week to messages I saw too late. Now they're waiting for me in the morning."



**Maison Yasmine**

Achrafieh, Beirut · 4 staff · on Vicci since March

"Go live is what sold me. Someone cancels, I press one button, and the chair is full again before lunch."



**Studio Rita Nails**

Hamra, Beirut · 2 staff · on Vicci since April

"I'm not good with apps. They set the whole thing up with me on WhatsApp in twenty minutes and I haven't touched a paper diary since."



**Maison Jad Barbershop**

Gemmayzeh, Beirut · 3 staff · on Vicci since February



**Scan to try it free**

Or WhatsApp +961 76 675 866 — we'll set your salon up with you

WHO'S BEHIND IT

# I'm Rida. I built this in Beirut.



**Rida Fakherden**

Founder · Vicci

Vicci isn't a big company. It's a small team in Beirut, and we built it because we kept watching salons here run an entire business out of a WhatsApp thread.

If you message the number on this page, you get me or someone sitting next to me. Not a call centre, not a form.

Send me your salon name and I'll set it up with you over the phone — services, prices, staff, hours. I'll do the typing. Twenty minutes, and it costs you nothing.

**"Try it for three months. If it hasn't earned its place, turn it off and keep your client list."**

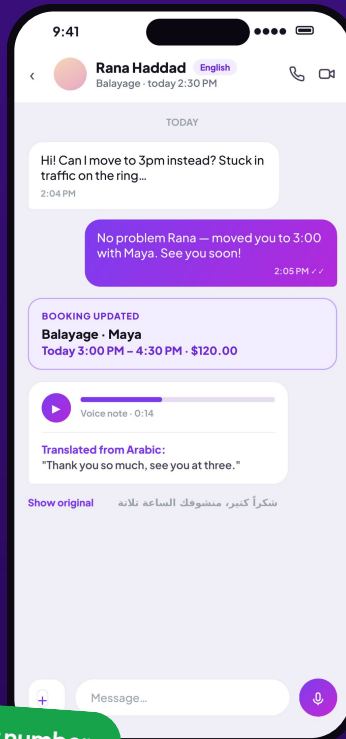
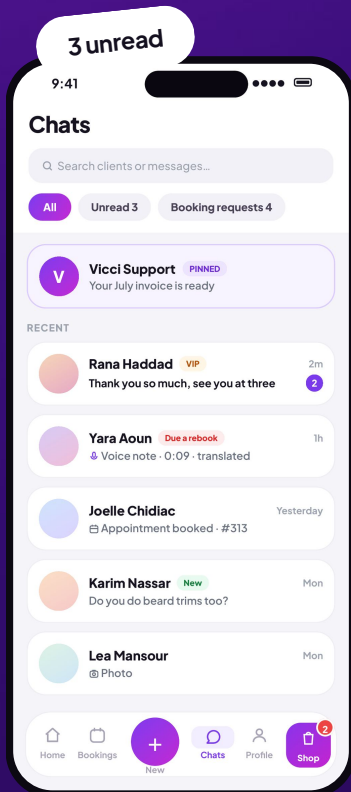


**Scan to message me directly**

I'll set your salon up with you, on the phone, for free

# Every client chat. Inside the app.

Your clients message you from Vicci Booking — the free app they already have. It lands in one inbox that belongs to the salon, not to your personal phone.



Salon inbox — not your number

# It does things WhatsApp can't.

## ⚡ Quick Replies

tap to insert

We're open till 8 tonight

Balayage starts at \$120

See you then!

Running 5 min late

## Quick replies

Your ten most-typed sentences, one tap away.



### Internal note

Only your team sees this

9.1 + 20 vol, 35 min. Sensitive scalp — no bleach at the roots.

## Internal notes

The formula, the allergy. The client never sees it.

VIP

New

Regular

## Labels

Sort the inbox your way.

Due a rebook



### Translation settings

Customer language: العربية

Translated from Arabic

"Thank you so much, see you at three."

## Translation

Arabic in, English out. Both ways.



Voice note · 0:14

Auto-translated

"Thank you so much, see you at three."

شكراً كثير، منشفوك الساعة ثلاثة

## Voice notes

Played and written out, so you can read it in a noisy salon.

# The booking lives in the chat.

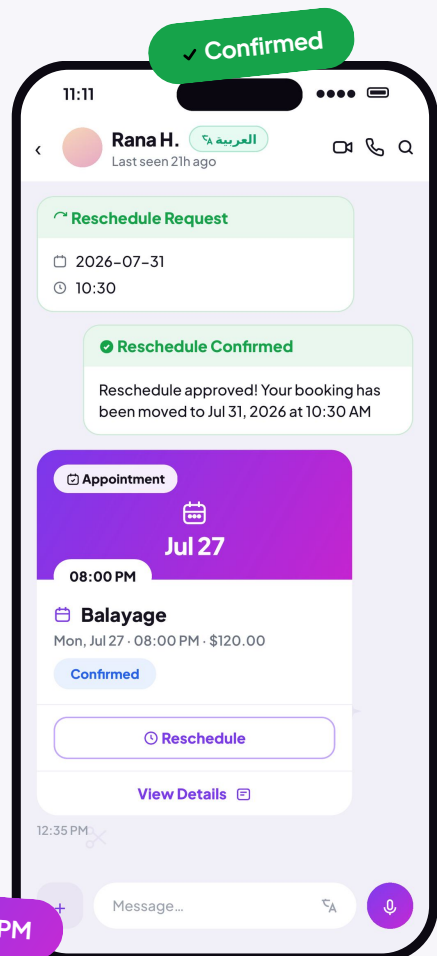
She asks to move it. You tap once. The card updates itself and both of you can see the new time — in the same conversation.

## Reschedule without a phone call

Her request arrives as a card. Approve it and the confirmation writes itself into the thread.

## The card is always current

Service, staff member, time and price — updated live. No scrolling back to check what you agreed.





# Call her. Keep your number.

Voice or video, straight from the conversation. Your personal mobile never appears anywhere.

## Video, when a photo won't do

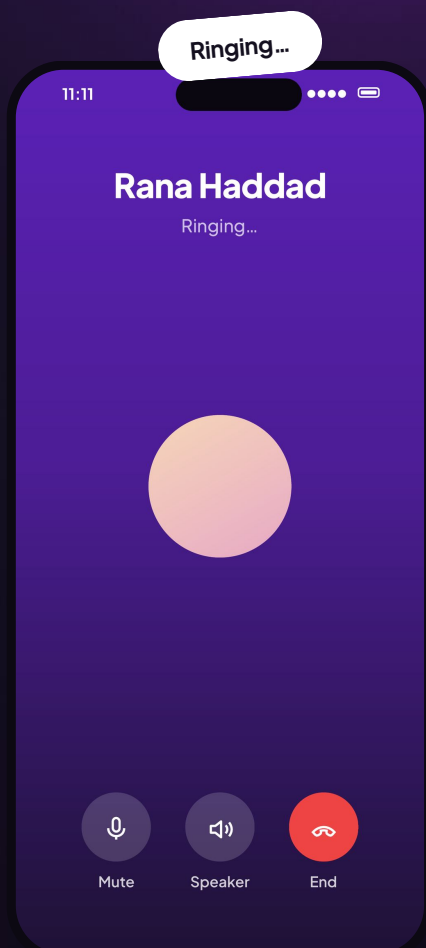
Show her the shade in daylight before she leaves the house.

## Missed calls are logged

They sit in the thread with the time, so nobody has to remember to call back.

## Staff can call too

From their own login. Still no personal numbers, on either side.



# Hold the button. Talk.

Faster than typing when your hands are covered in colour — and the client gets it read back to her in her own language.



## Written out both ways

Her Arabic note arrives with the English underneath. Yours goes the other way.

## Delete before you send

Pause, listen back, bin it and start again. Nothing goes out by accident.



# "Where are you?"

The question every salon in Beirut answers ten times a week. Send the pin once — she gets a map and turn-by-turn directions.

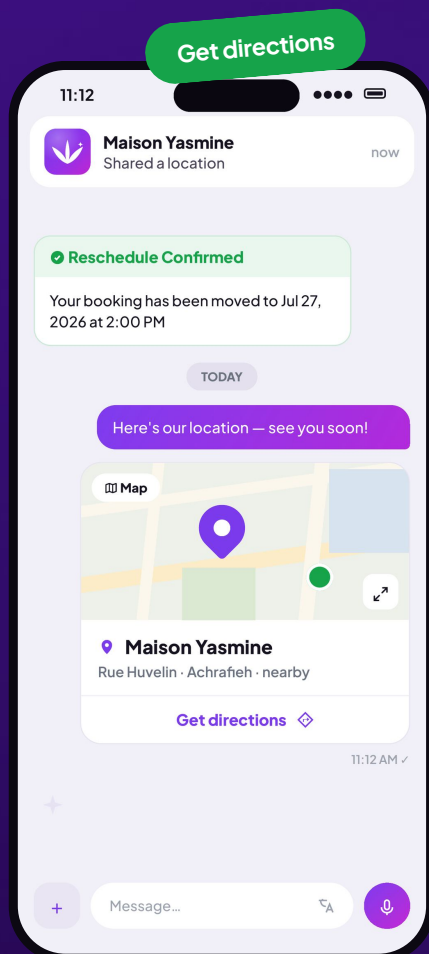
She opens the map from the message and drives straight to you.

## She gets a notification

Even with the app closed. It lands like any other message on her phone.

## Photos, too

Send the swatch from the camera; get her inspiration picture back.



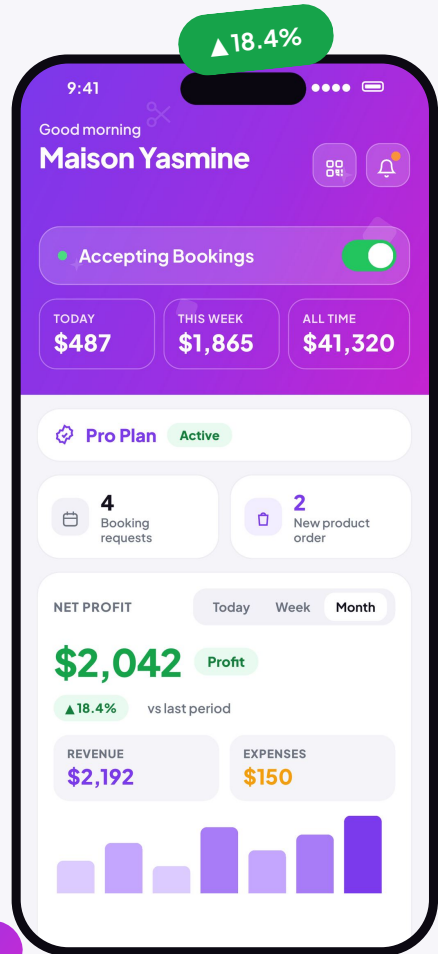
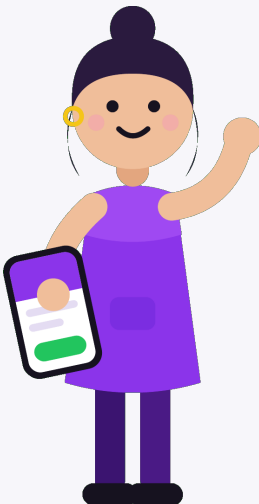
# One look. The whole day.

## Profit, not just takings

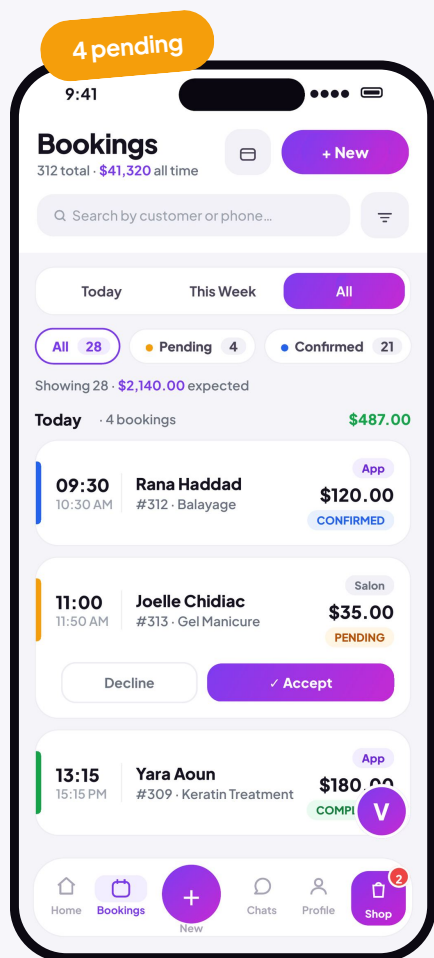
Money in, money out, and what's actually left.

## One switch stops it all

Full? Turn bookings off. New requests stop that second.



# Accept. Decline. Done.

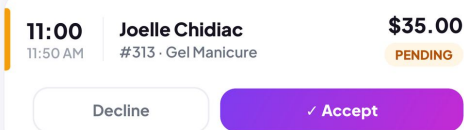


## Never double-booked

The slot locks the second it's taken. By anyone.

## Nothing left hanging

Past its time? It turns Overdue until you close it.



# Client on the phone? **5 seconds.**

Who, what, with whom, when, confirm. Type a name and it finds her — or makes her a client as you go.

## Only real slots show

Booked times and non-working hours are already gone. You can't create a clash.

## Discount right there

Dollars off, percent off, or one of your coupon codes.



Step 5 of 5

9:41

< New Appointment

Client Service Staff Time Review

STEP 5 OF 5

**Looks good?**

Double-check, then confirm.

SUMMARY

CLIENT  
Lea Mansour  
+961 71 902 118 Edit

SERVICE  
Balayage · 120 min Edit

STAFF  
Maya Edit

WHEN  
Tue, Jul 28 · 10:30 AM  
10:30 AM – 12:30 PM Edit

PRICE

Balayage · 120 min \$120.00

\$ Off % Off Coupon

Confirm booking · \$120.00

No clash possible

# It briefs you every morning.

Open the app and the day is already written up — including the gap this afternoon you could still fill.

"Which service made the most money?"

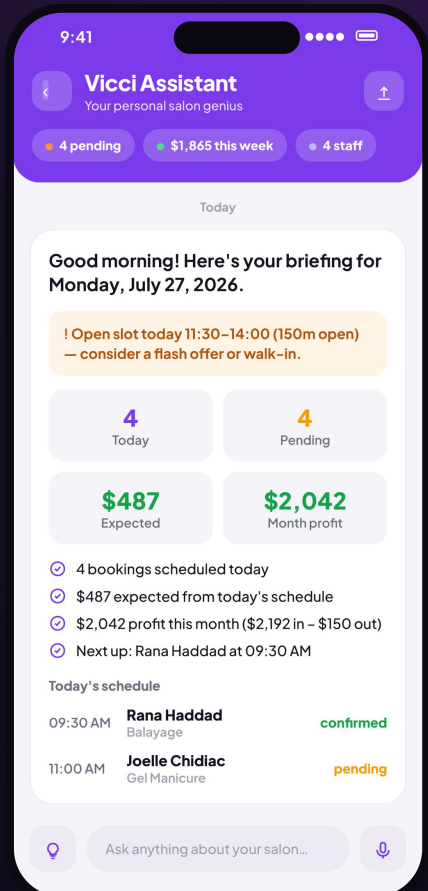
«مين أكثر زبونة بتحجز؟»

"Who's free at 4pm Thursday?"

Type it or say it, in Arabic or English.

V

Balayage — \$2,280 across 19 bookings. That's 41% of the month, up 18% on June. Maya did 14 of them.



# An empty chair, filled by 1pm.

Someone cancelled. Tap **Go live**, pick how long you're free, and every follower gets a notification.

Free until 1:00 PM

9:41

Maison Yasmine

**Go live — fill this hour**

Followers and anyone browsing Live now will see you're free and can book or message instantly.

**Free until**

1:00 PM 1:30 PM 2:00 PM

**For which services?** optional

Women's Haircut Balayage Blowout & Styling Gel Manicure

**Sweeten it?** optional

No offer -10% -20% -30%

142 followers will get a push. You'll show in Live now until 1:00 PM.

**Go live now**

## Only what you're free for

A blow-dry, yes. A four-hour balayage, no.

## Sweeten it if you like

10, 20 or 30 percent — for that window only. It expires by itself.





# She walks in. She books herself.

Your QR on the counter. She scans, picks a service, and lands in your list. No app to install.

## Even the ones who never download

They still end up in your client list with a full history.

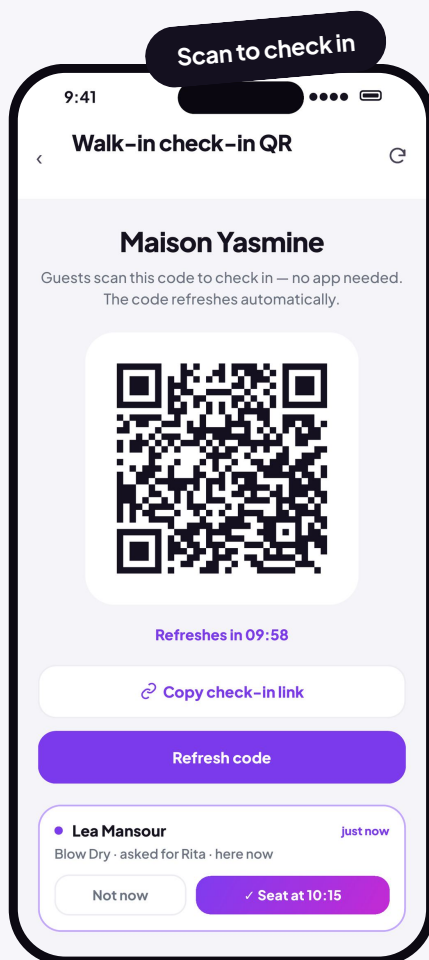
## The code rotates itself

Every ten minutes — an old photo of your poster is useless.

### ● Lea Mansour just checked in

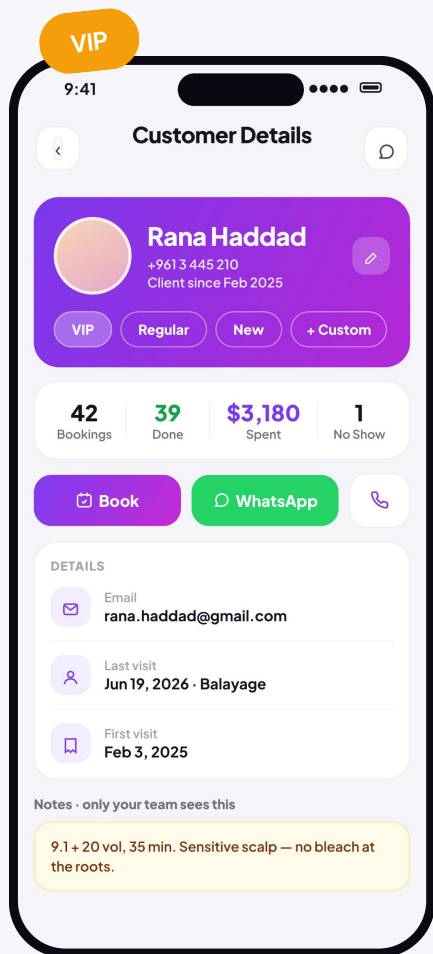
now

Blow Dry · asked for Rita · standing at the counter

[Not now](#)[✓ Seat her at 10:15](#)

# You'll remember every client.

Every guest who books builds her own profile. What she had, who did it, what she spent, when she last came in.



## Tag them how you think

VIP, Regular, New — or make your own.

## WhatsApp in one tap

Her number is already loaded. Or call from inside the app.



### Internal note

Only your team sees this

9.1 + 20 vol, 35 min. Sensitive scalp — no bleach at the roots.

# It brings them back for you.

Tell Vicci how often people return for each service.  
When a client gets close, she gets a friendly WhatsApp — and you did nothing.



## WhatsApp sent automatically

Yara is due for her Balayage in 7 days

"Hi Yara! It's been almost 6 weeks — want your usual Balayage with Maya?"

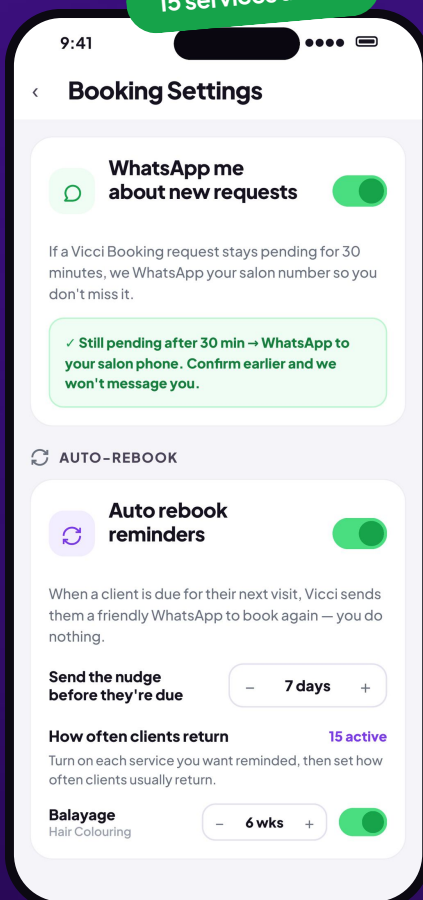
## And it warns you too

A request sitting unanswered for half an hour? Vicci WhatsApps your salon phone.

## Reminders before the visit

Morning of, or evening before.  
Fewer no-shows.

15 services active



# Give them the app. Not **the money.**

Everyone gets their own login. What they can see is entirely up to you.

## Stylist

Their own day and their own clients. Nothing else.

## Front desk

The whole diary. No earnings, no analytics.

## Manager

Everything, money included.  
Can't delete the salon.

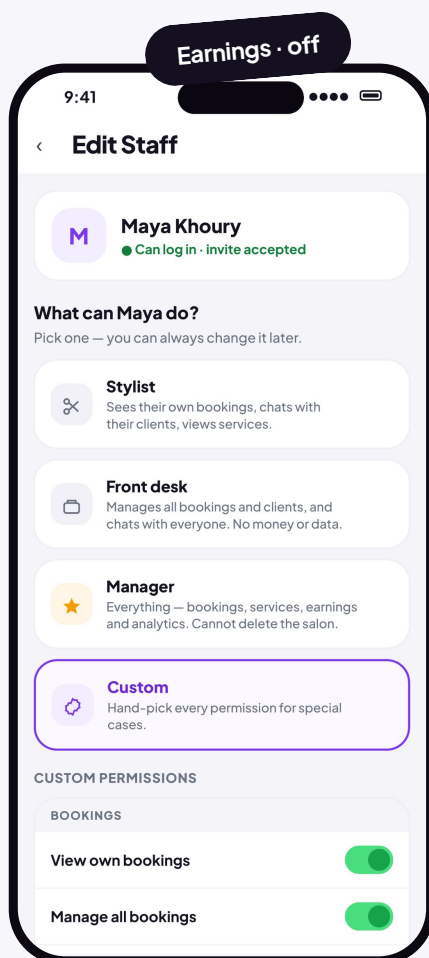
## Custom

Toggle each permission yourself.



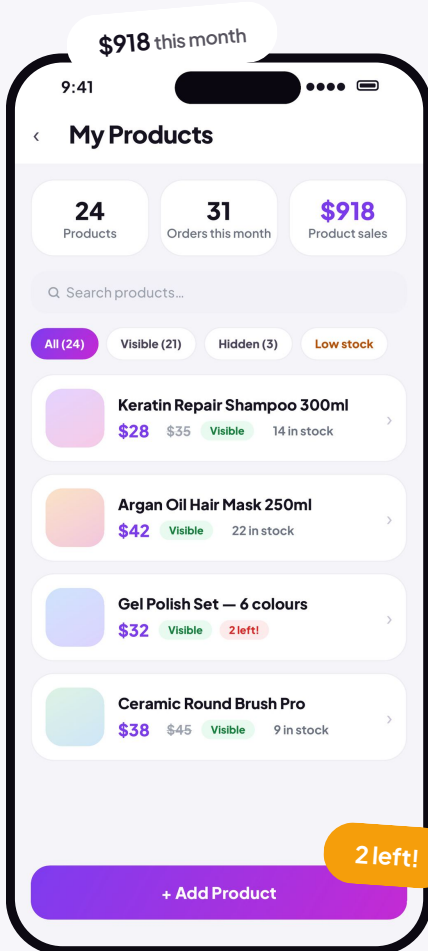
### Front desk

All bookings and clients. No earnings.



# Sell the product, not just the **service.**

List what you already stock. Clients buy it from your storefront in the customer app — pickup, or delivery to the areas you choose.

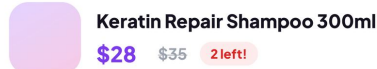


## Stock counts itself down

You'll see it's nearly gone before a client does.

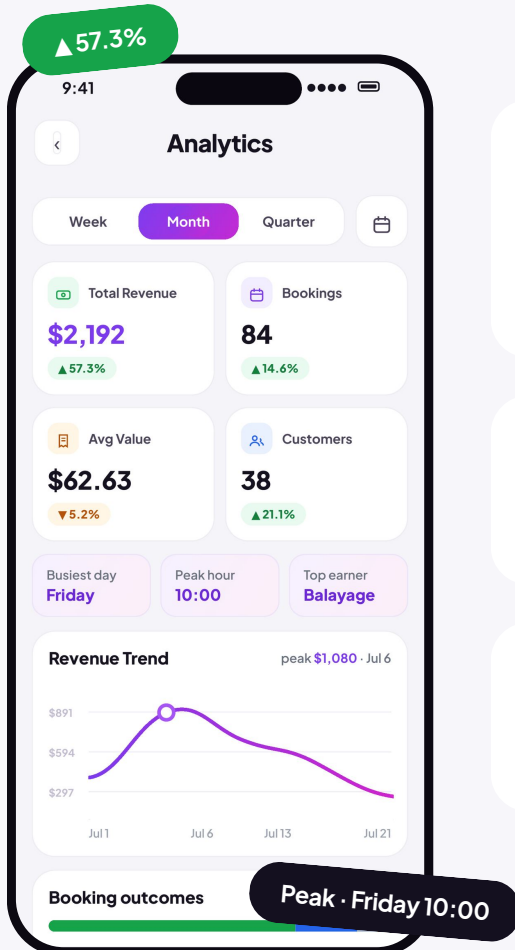
## Your areas, your prices

Cash on delivery, or paid in the salon.



# Know what actually makes money.

Not what felt busy. What paid — by week, month or quarter.



## Three numbers that change your week

Busiest day, peak hour, top-earning service. Staff the rota around them.

## Where bookings end up

Completed, confirmed, cancelled, no-show — as one bar.

## Always compared

Every figure carries its change against the period before.

# You collect the cash. **Always.**

No card payments, no wallet, no waiting for a payout. Clients pay you in the salon exactly as they do now. Vicci's fee is a percentage of completed bookings, billed once a month.

## The maths is on the screen

What clients paid, what the fee is, what's yours.

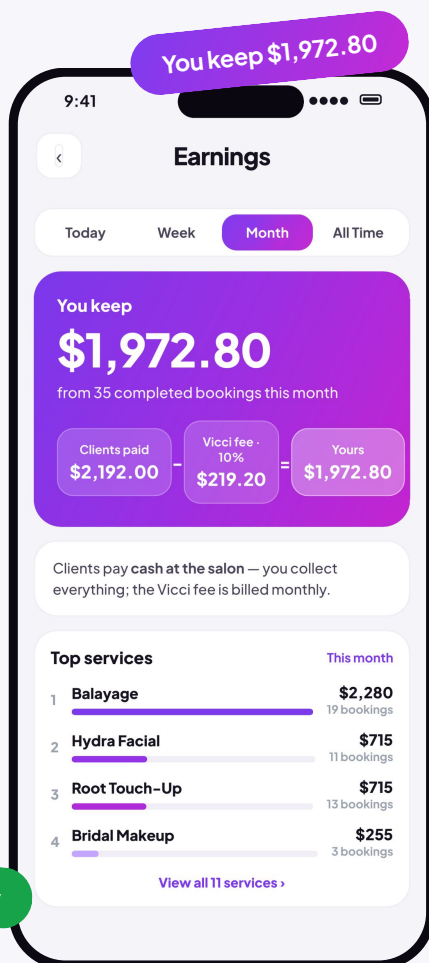
## Ranked by what earns

Your services in order of money made.

## Log what goes out

Rent, stock, salaries. That's what makes it a real profit figure.

Billed monthly



# A salon page that takes bookings.

Everything Instagram gives you, plus the thing it doesn't: a Book button.

## Posts and reels

Sorted into the categories clients actually browse.

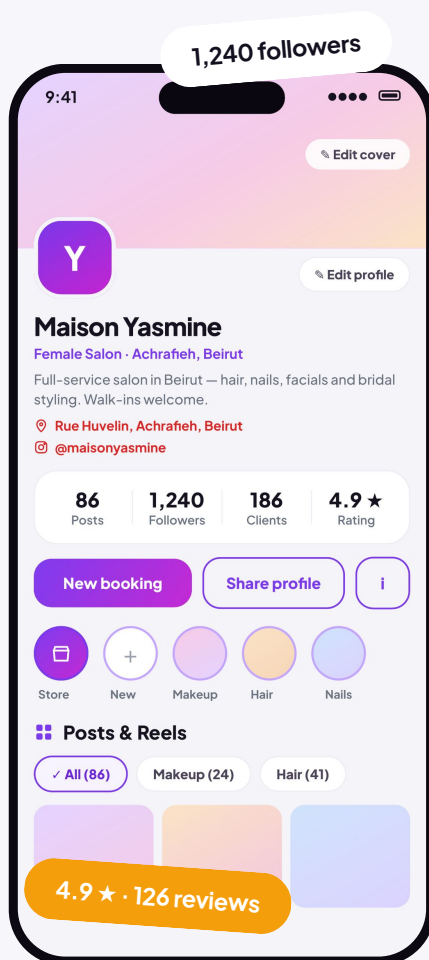
## Followers you can reach

They get a push when you go live with a free hour. An Instagram follower can't be told that.

NEW

## Grow your Instagram and TikTok following too

Your handles sit on your salon page. People who found you here go follow you there.





AND THAT'S NOT ALL

# Your clients get an app too.

Free to download, free to use. They browse, book, chat and buy — and the salon they find first is the one that's on it.



**Vicci Booking**  
FREE · FOR YOUR CLIENTS

## Featured this week

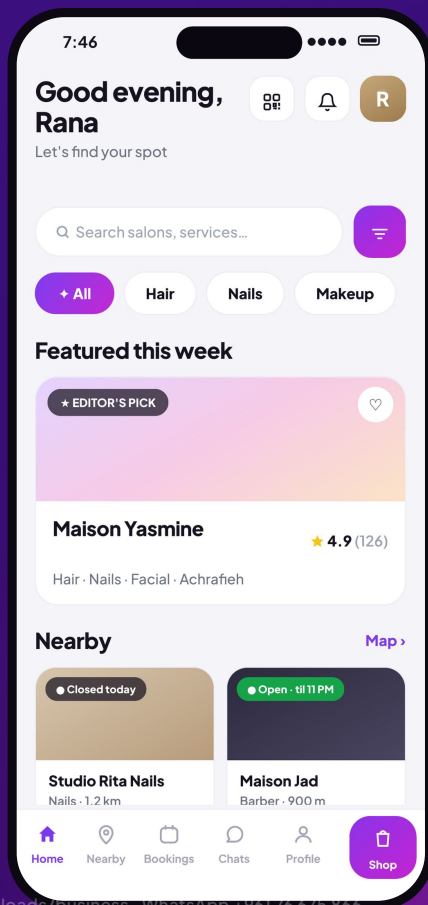
Editor's picks put a salon in front of everyone opening the app. Yours can be one of them.

## Open or closed, at a glance

Your hours show live. Nobody walks to a closed door and blames you for it.

## Booked from the sofa

At 11pm, when you're asleep. It's waiting for you in the morning.



# Clients who've never heard of you.

Your regulars already know where you are. This is about everyone else — the map shows every salon around them, and you're on it.

## Green means free right now

Tap **Go live** and your pin turns green on the map. Somebody two streets away is looking at it.

## Found by distance, not by luck

A visitor, someone new to the area, someone whose usual salon is full — they all end up here.

All

● Free now

Open now

Hair

### Maison Yasmine

Rue Huvelin, Achrafieh · til 1:00 PM

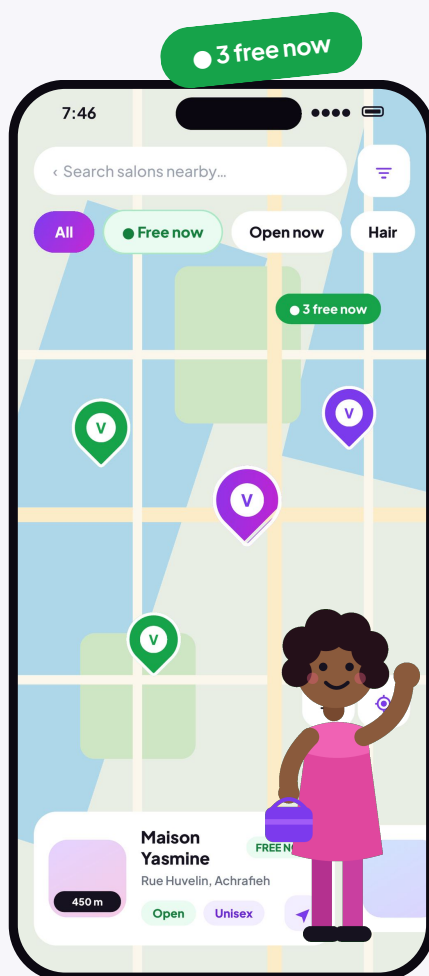
● FREE NOW

450 m

Open

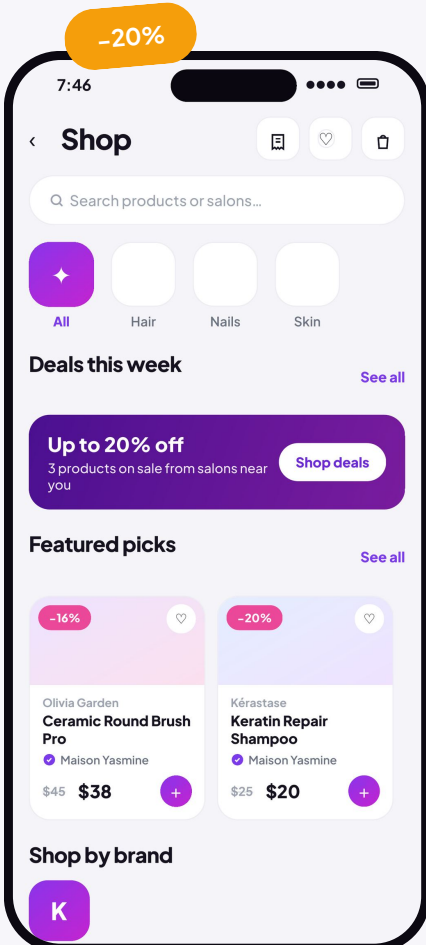
Unisex

Book



# Your shelf, in everyone's pocket.

The products sitting behind your counter go into a marketplace clients browse for fun — by brand, by deal, by salon. Sold while the chair is empty.



## Your name is on it

Every product carries your salon and your area. People buy the shampoo, then book the blow-dry.

## Put it on sale in a tap

Mark a discount and you land in **Deals this week** — in front of people who weren't looking for you.

**Up to 20% off**

3 products on sale from salons near you

[Shop deals](#)

# "But I already have that."

## I HAVE A RECEPTIONIST

### "So why would I need an app?"

Keep her. She just stops spending her morning on the phone. And when she's at lunch, sick, or gone home at seven, the salon still takes bookings — which is when half of them arrive.

## I USE INSTAGRAM

### "My clients find me there already."

Keep it. Instagram is a window — it has no Book button and it can't tell your followers you're free at noon. Vicci does both, and your posts and reels live on your salon page too.

## I HAVE A PAPER DIARY

### "It's never let me down."

Until it's in the drawer and you're not. Two people can't write in it at once, it doesn't add up your month, and if it goes missing so does every client you've ever had.

## WHATSAPP WORKS FINE

### "Everyone books on WhatsApp here."

They still can — bookings, reminders and rebook nudges all go out on WhatsApp. The difference is they land in a calendar instead of a chat you have to scroll.

# "But what if..."

## DOUBLE-BOOKING

### "What if two people take the same hour?"

They can't. The slot locks the instant it's taken — whether it came from the app, a walk-in scanning your QR, or you typing it in yourself.

## NO-SHOWS

### "People book and don't turn up."

A WhatsApp reminder goes out before the visit. If she still doesn't come, you mark it **No show** — and it's on her profile the next time she tries to book.

## OLDER CLIENTS

### "Half my clients won't install anything."

They don't have to. You book them in five seconds while they're on the phone, they scan the QR at the counter, and reminders reach any phone by WhatsApp. They never see the app.

## NOTIFICATIONS

### "Will it buzz at me all day?"

Only when it matters. And if a request has been sitting unanswered for half an hour, Vicci WhatsApps your salon phone rather than letting it quietly expire.

# "But who's in control?"

## YOUR PRICES

### "Do I lose control of pricing?"

No. You set every price, every duration, who performs what, and how far ahead people can book. You can approve every single request by hand if that's how you like to work.

## YOUR MONEY

### "Will my staff see the takings?"

Only if you say so. Pick a role — Stylist, Front desk, Manager — or toggle each permission one by one. Earnings can be off while everything else is on.

## YOUR CASH

### "Does Vicci hold my money?"

Never. There is no card payment and no wallet. Clients pay you in the salon exactly as they do now, and Vicci bills its percentage once a month.

## WALKING AWAY

### "What if I want to stop?"

Turn bookings off and you're invisible the same second. No notice period, no contract. Export your whole client list whenever you like — it's yours, not ours.



**Still not sure? WhatsApp us and ask. A person answers.**

# Live by this afternoon.

3 MONTHS FREE · FIRST 50 SALONS

## 1 Download Vicci Business

Free. No card needed.

## 2 Send us your salon

Name, address, phone. Usually approved the same day.

## 3 Add services and staff

Prices, durations, who does what, opening hours. Half an hour, once.

## 4 Turn bookings on

You're visible to everyone searching your area.



STUCK ANYWHERE?

**WhatsApp us**  
**+961 76 675 866**

Scan the code to open the chat. **Support 24/7** — a real person answers, and we'll set the salon up with you over the phone if you'd rather.

GET IT FREE

# Run your salon from **your phone**

Scan the code and take your first booking  
today.



Free to start

Ask V

Go live

Cash at the salon



## Install **now**

Point your camera at the code, or search Vicci Business.



Download on the  
**App Store**



ANDROID  
**Ask us for it**

[viccibooking.com/downloads/business](https://viccibooking.com/downloads/business) · WhatsApp +961 76 675 866



**Vicci Business**



**Vicci Booking**

Free to start · Cash at the salon · Built in Lebanon