



Sola Salon Studios Partners with Rockbot to Provide an Engaging Brand Experience through a Centralized Media Platform



Founded in 2004, Sola Salon Studios is a nationwide franchise network of multi-unit salon venues that empower more than 20,000 salon professionals across the country. In partnership with Rockbot, Sola transitioned to a centralized media solution to build its first-ever integrated digital signage application, and replaced outdated music and TV content to create an engaging and cohesive brand experience for franchisees, Pros, and clients.

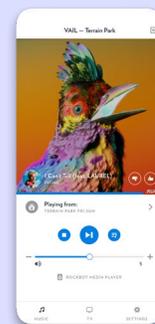
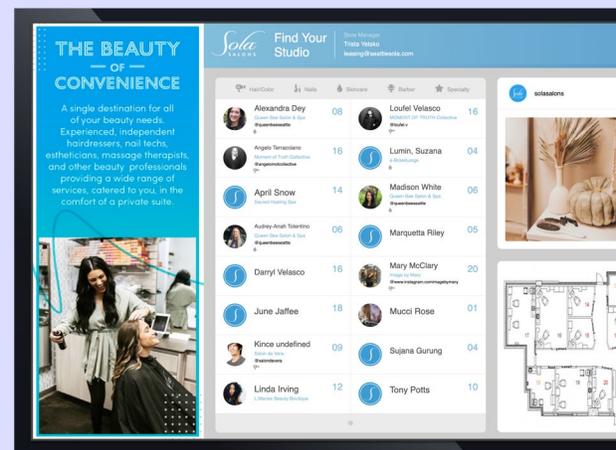


An Outdated Media System Led to a Fragmented Brand Experience

Sola was using an expensive DVD subscription service on their TVs to provide entertainment for guests, which quickly led to content becoming outdated and repetitive. The DVDs had to be manually swapped, which proved to be time-consuming and frustrating for staff.

The brand was using a variety of undesirable music subscriptions, including consumer apps that were not suitable for the business environment. The inconsistency in music across locations led to a fragmented brand experience.

Sola's Directory, a digital signage system that showcases Pro services and real-time availability for Pros, was another large pain point for the brand. At the time, Sola was employing an expensive solution that did not allow for content customization or automatic real-time updates from their content management system (CMS). Staff members would often spend valuable time updating the directory manually with USB flash drives.



Sola Transitions to a Centralized Platform with Rockbot

In partnership with Rockbot, Sola replaced their outdated media solutions with one platform that delivers music, TV, and digital signage, all managed from a centralized dashboard.

Rockbot enables Sola corporate and Pros to choose up-to-date, fresh, and salon-friendly TV content, such as lifestyle programming to play automatically via scheduling functionality. Similarly, the teams worked together to create custom, Sola-forward music playlists for salons to play in-house via set-and-forget scheduling. Sola's digital signage is now integrated with their CMS and powers a custom, automatically updated directory. The directory now includes a 'walk-ins' feature that displays Sola Pro walk-in appointment availability at the front of each location, and the ability to market Sola Pros in-house with signage advertising.

Through the partnership, Rockbot helps Sola:

-  Decrease media costs by 50%
-  Maintain an up-to-date, unified brand experience across all locations
-  Access real-time control over all media
-  Save time with automatic scheduling functionality
-  Deliver their market-leading 'walk-ins' signage feature to drive business and stand out from the competition.

“Modernizing our in-store media system with Rockbot has provided us with **great content and control. They streamlined the way we manage our in-store media with their comprehensive music, video, and digital signage platform. Rockbot allowed us to replace multiple costly, cumbersome, and outdated systems with **one superior solution** that elevates our customer experience across our franchise locations.”**

Myrle McNeal, COO Sola Salon Studios

Sola Creates a Great Brand Experience and Gains Control with Rockbot

Sola locations now enjoy updated, on-brand media that is controlled from one centralized dashboard.

Curious to learn how centralized and flexible control over media benefits your business?

Visit rockbot.com or contact us at sales@rockbot.com.