

All the bandwidth salon staff needed to serve in style

- **Business needs** - An easy, affordable way to support salon operations.
- **Networking solution** - AT&T Wireless Broadband delivers fast cellular wireless service that easily enables billing, scheduling, and other critical business processes.
- **Business value** - Cost effectiveness, ease of deployment
- **Industry focus** - Hair salon
- **Size** - Startup

About Facture Salon

Facture Salon is a new beauty salon in the fashionable Dallas Design District. The salon is filled with natural light and appointed with beautiful postmodern furniture. Talented stylists offer an upscale boutique experience for Facture clientele.

The situation

Eager to provide the best amenities for her staff, the salon owner understood that dependable internet service was a must. Facture Salon needed to provide speedy and highly reliable connectivity to satisfy stylists and support the salon's business processes.

Solution

AT&T Wireless Broadband delivers fast cellular wireless internet for Facture Salon's staff. A portable AT&T Wi-Fi hotspot device generates a signal that can connect 20 devices at once to the AT&T high-speed data network, easily supporting the owner's needs and those of her staff.

A place to try new things

Facture Salon is not your mother's beauty shop. When owner Jessica Watts set out to open a new salon, she envisioned a space that would be different from the others in which she had worked or received services. She wanted the space to be unique and stimulating for her clients and her fellow stylists, starting with its name. She decided to call her new shop Facture Salon.

"Facture is the manner in which something, especially a work of art, is created," Watts said. "I think what we do at the salon is an art form."

The name is also fitting because many of the salon's neighbors are art galleries. The Dallas Design District features hundreds of specialty shops offering art, furnishings, antiques, and designer goods. "The name fits perfectly for what we do and the area that we're in," she said.



In creating her salon Watts took inspiration from the Memphis Milano movement, with its pop art-inspired colors and geometric Art Deco designs. The style echoes Watts' favorite childhood TV show, Pee-wee's Playhouse. "Pee-wee's Playhouse is very much inspired by the Memphis Milano style," she said. "It was such a visual experience. I'm just trying, as an adult and as a creative, to keep that spirit alive in my life."

While many salons try to give patrons a spa experience with soft music and people speaking in hushed tones, Watts has chosen another direction. "I think our space should be fun and stimulating with things to look at and talk about," she said. The result is a space that is at once sleek, elegant, and fun.

Watts hopes the stylish surroundings will inspire her clients to try new things. "It's about more than hair here," she said. "It's a place to be stimulated and inspired on many levels. A place to try something different."

Demand soars during the pandemic

It was the COVID-19 outbreak that led Watts to open her own salon. "I never even knew that I wanted to open my own place," she said. "But the last year and a half of the pandemic has really changed my perspective and priorities. It's also made me be proud to be a hairdresser." She saw how desperate her clients and friends were when salons were closed and they were unable to get haircuts, color, and the other services they depended on.

Launching a business during a pandemic wasn't easy, but Watts wanted to help her clients. "I had so many people reaching out to me for help, so I took a leap of faith last July and signed my lease," she said. "I'm proud that I took the risk. At that time, no one really knew what the world was going to look like in a year."

Her clients have followed Watts to Factice. She and her talented, highly experienced colleagues have attracted many new clients. “I’m also proud that it’s not your typical salon,” she said. “There’s cool art and cool furniture. It’s a stimulating environment.”

Beyond great hairstyling

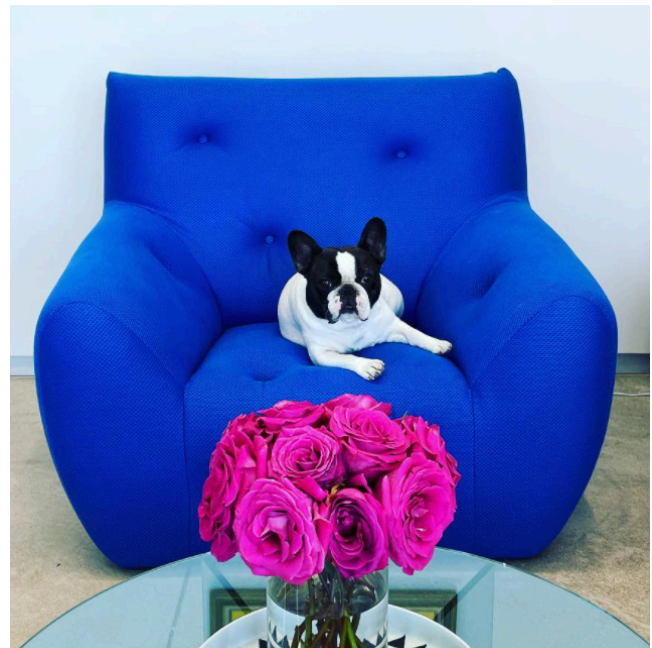
Like all new business owners, Watts faced a myriad of challenges. She methodically set out to find the perfect location, recruit the right staff, and equip the salon with everything it needed to support her business and please clients. Her 18 years of experience gave her a clear understanding of what clients want.

“You’re always learning from experiences,” she said. “You could give clients the best hairstyling in the world, but if they don’t have a good experience, it completely detracts from the service that you’re providing.”

The same goes for staff. Watts said internet connectivity is vital for the stylists since the salon doesn’t have a front desk. “We check people out on our phones because we’re all independent contractors,” she said.

Additionally, the stylists use a tablet when a client purchases any of the salon’s environmentally friendly haircare and skincare products. “Internet connectivity was something I definitely did not want to skimp on,” she said. “In this day and age, everyone has to have strong Wi-Fi. It’s non-negotiable.”

She asked one of her clients, who is an executive at AT&T Business, for recommendations. “I was considering fiber, but it seemed expensive for our needs,” Watts said. “My client connected me with an account representative who recommended AT&T Wireless Broadband.”



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Jessica Watts
Owner, Factice Salon

No stress

AT&T Wireless Broadband delivers speedy and highly reliable wireless internet service for Factice Salon. “My account rep was very informative,” Watts said. The AT&T Business representative explained the benefits of the service, which include a diverse, flexible, and manageable business network connection using cellular. It also provides additional bandwidth to run her most important business applications.



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Jessica Watts
Owner, Factice Salon

“AT&T Business overnighted the device,” Watts said. “Here’s how setting it up went: I just pulled it out of the box, plugged it in, and turned it on. I couldn’t believe how easy it was. It was literally plug and play, and we’ve never had an issue.”

Being able to accommodate her staff is one of the biggest benefits of using AT&T Wireless Broadband for Watts. “I also like not having to think about it or worry about it,” she said. “I think that anything that can alleviate one ounce of stress when you’re opening a new business is a huge benefit. In the 2020’s, we shouldn’t have to stress about the internet.”

Outstanding customer experience

Starting a business can be hectic, and things can fall through the cracks. One day, for example, Watts found that the AT&T Wireless Broadband service was not available. “I called our account rep,” she said. “They looked up our account and found that our bill was past due. I thought I had set it up on autopay, but apparently, I hadn’t. When you’re opening a business, there are so many things going on.”

When Watts learned about the mistake, she immediately paid the bill, and her account rep enlisted the help of a manager to get Factice’s service restored immediately. “That’s just one example of how available and helpful AT&T Business has been to me,” Watts said.

Watts is pleased with how Factice Salon has grown and looks forward to continued expansion. She is also considering starting a small product line. “I’ve done a little product development in the past, and I’m fascinated with it. A big goal for me is staging a product line that would grow organically.”

Because of her positive experience with AT&T Wireless Broadband and other services from AT&T Business, Watts said she will count on AT&T for future needs. “We use AT&T for our cell service and for our internet at home,” she said. “We are big on AT&T Business. After my consistent, excellent experience with them, if there is anything I need I will certainly start with AT&T.”