



Hairhouse Expands Their Business Opportunities With Easy-to-Build Custom Integrations

Customer

Hairhouse

Product

Integrator.io

About Hairhouse

Hairhouse (formerly Hairhouse Warehouse) was founded in 1992 to offer a complete one-stop shop for hair care. In addition to selling professional hair products, Hairhouse also offers salon and piercing services all under one roof.

Background

Hairhouse features 125 independently-owned franchises across Australia and directly manages B2C and B2B eCommerce website.

The core of the business runs on NetSuite, running everything from financials to their customer loyalty program. “We’re pretty much using the whole suite from front to back,” said Viv Paverd, National ICT Manager at Warehouse. One of the few exceptions is their salon scheduling tool, which sits on an external system in their stores. This means that for any new business system that Hairhouse works with, efficient integration with their NetSuite ecosystem is a requirement.

The Challenge

Hairhouse needed to integrate their NetSuite ecosystem with a 3PL warehouse service so they could fulfill B2B & B2C orders. However, a custom integration was needed to integrate that service with NetSuite.

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We signed up with a lightweight account at Celigo, which included hours of implementation assistance if we needed it. We took it on board, learned it, and built the integrations. We didn’t actually use a single bit of assistance. That’s how easy it was to use Celigo.

— Viv Paverd

National ICT Manager
at Hairhouse

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HAIRHOUSE

Web Site
www.hairhousewarehouse.com.au

Between the maintenance costs and a lean IT team, building the custom integration manually was not feasible. “We don’t have a large team. We support every system across the entire business, everything from finance to loyalty to marketing to in-store POS. All changes and updates, we do with a small team. We are not into doing manual work,” said Viv. Hairhouse specifically needed a resource-efficient way to build those custom integrations to keep all their systems unified.

The Solution

Hairhouse signed up for a Celigo account, and immediately got to work building their own custom integration flows: one for B2B and one for B2C. Although Celigo offers assistance to help customers with implementation, Viv’s team found the Integrator.io platform so easy to use that they didn’t need extra help.

Once the team realized how easy it was to build custom integration flows, they expanded their use of Integrator.io to resolve other outstanding integration projects. For example, they were able to integrate the externally-hosted salon scheduling tool to synchronize prices. Since NetSuite operated as the single source of truth for prices, the integration with the salon scheduling system allowed them to push price adjustments to their franchisees automatically. Since prices differ from franchise to franchise, the ability to implement greater price elasticity means they can be more adaptable to changes in the market.

Next, they used Celigo to integrate with a third-party net promoter score (NPS) provider. This integration flow bundles customer information from recent orders to deliver to the NPS provider, which then sends out surveys. When the NPS provider receives the survey responses, they are sent back through Celigo to NetSuite. Of the effects this has on managing customer feedback, Viv commented: “We’ve got a dashboard of NetSuite reports for each franchise. For any given date range, we can see what the customers are saying about us based on the survey questions that we put out. Celigo has made that very simple and straightforward for us.”

The Bottom Line

Because the cost of doing business is high in Australia, systems and processes are crucial to remaining competitive in retail. Even though there may be tariffs in place, international competitors can make their products cheaper to buy than local products through optimized processes. Hairhouse has successfully stayed ahead of the pack by automating internal and external processes, thanks to the custom integrations easily built with integrator.io.

The Celigo Integrator.io platform has become an enabler for Hairhouse to expand its business systems integration as a whole. The easy user interface allows very simple and quick ability to identify any errors and very short support turnaround time.

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We built two integration points ourselves using Celigo, one for B2B and one for B2C. That initial requirement was just the starting point. Over time, we’ve actually extended our use of Celigo to perform several other system integrations.

— **Viv Paverd**
National ICT Manager
at Hairhouse

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About Celigo

Headquartered in San Mateo, Celigo is pioneering the future of application integration. Celigo’s Integration Apps are prebuilt integrations that connect independent SaaS applications together seamlessly. These connectors are backed by the integrator.io, an easy-to-use integration middleware platform for building custom integrations.

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