



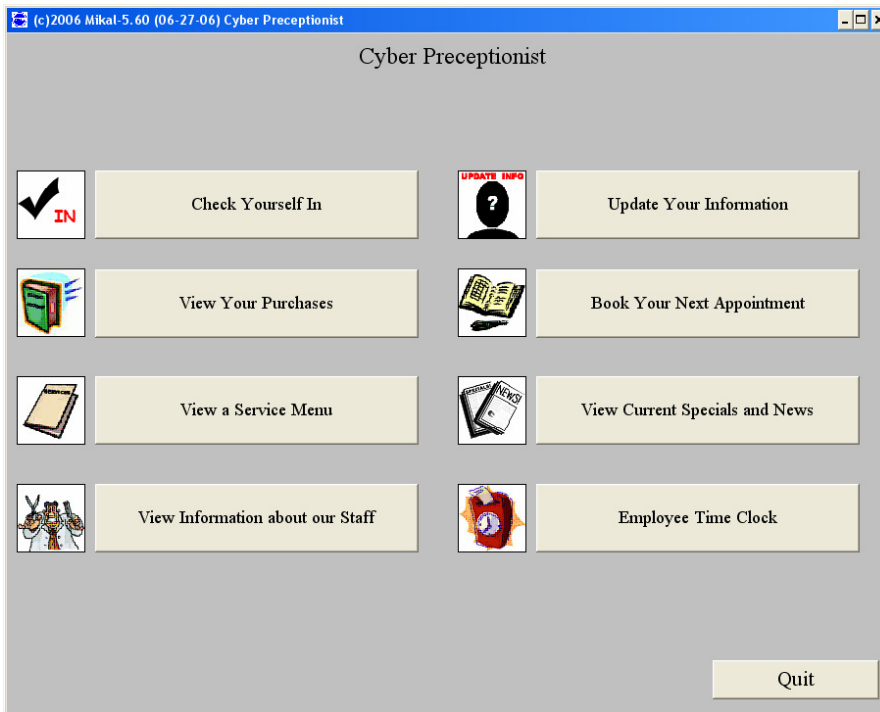
MIKAL's Cyber Preceptionist

MIKAL's Cyber Preceptionist: *the amazing client information and interactive system that eliminates the need for a receptionist for check in, address update, rebooking appointments, delivering specials, describing staff and services, and reviewing past purchases!*



Image having a kiosk in the waiting area that can handle 90% of your clients check in and information needs! The Cyber Preceptionist is Touch Screen based for ease of use.

Note: your receptionist still has to take the money and answer the phone (unless you have on-line booking)!



You can now have a kiosk in your waiting area that allows clients to do 90% of the activities they used to have to wait for a receptionist to do! The system operates via a touch screen, mouse, or keyboard.

Why did we come up with the Cyber Preceptionist Concept?

Have you ever gone to the bank and watched 6 people stand in line in the rain and 4 more cars in line burning gas waiting for a automatic teller (money machine) and there are 4 tellers in the bank waiting without any customers? It's a fact of life today that many people would rather deal with a machine than have interaction with a customer service representative! In our industry it's unbelievable but many clients look forward to their time with our service providers but don't want to wait in line to check in and don't care about visiting with the receptionist. So it is time for the Cyber Preceptionist!

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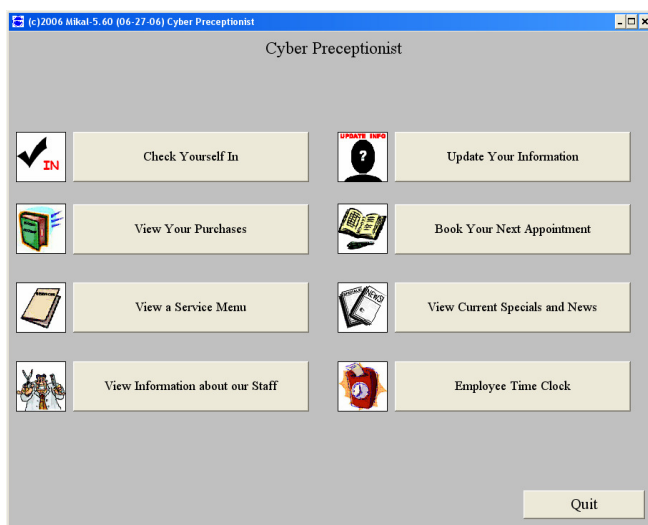


Why the Cyber Preceptionist?

In major beauty industry studies on retention one of the top four reasons why clients were unhappy with their experience in their salon/spa was a rude receptionist! So how do we combat that? We know our receptionists aren't rude, but they are busy and are especially busy during the check in and check out times every hour and half hour.



The Cyber Preceptionist will remove that bottle neck and ease the load on the front desk. Clients can check in, update their information, book a future appointment, look at current specials, and look at staff information and service descriptions. The net result is better customer service from your front desk preceptionists with faster check in, better and updated client information, and the constant delivery of your specials and services.



The Cyber Preceptionist main menu screen is a touch screen that can also be used with a keyboard and mouse.

The menu is easy to read and the system is easy to operate. It even includes a selection for employees to clock in and out.

If the client is booked for an appointment they simply select Check Yourself In and they are checked in on the SMS WICS and the silent pagers are activated.

View Your Purchases allows the client to view their past service or retail purchases along with the date of purchase. How many clients ask when their last color, facial, ect... was?

View a Service Menu allows you to show an expanded service menu with long and detailed descriptions of the services. It is your electronic service menu that can be changed in an instant to add services, change prices, or modify the service descriptions.



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The Cyber Preceptionist

View Information about our Staff gives you the ability to have your employees bios, training, specialties, and background available for your clients. They can get information and make decisions on who they would like to book with and not spend time with the receptionist discussing the staff. The message is always delivered with the script you want!

Update Your Information – how many times do you have incorrect or incomplete information in a client file? How many times do you have duplicate client files on one client? The Cyber Preceptionist will help eliminate this problem by allowing the clients to update their own information so they are sure they receive mailings, confirmation calls, and current specials.

Every client must enter their name and pin number to gain access to this confidential information. You can use a touch screen, keyboard, or mouse – easy access!

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UPDATE INFO

Cyber Preceptionist
28 BARBARA BOONE- Customer Update

Current Information
BARBARA BOONE
871 E. WESTDALE RD.
CINCINNATI OHIO 45666
888-555-1212
babsboone@aol.com

Change Address L1 Change Address L2# Change City
Change State Change ZipCode Change Phone #
Change Email

Quit

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Cyber Preceptionist
28 BARBARA BOONE

Check Yourself In Update Your Information
View Your Purchases Book Your Next Appointment
View a Service Menu View Current Specials and News
View Information about our Staff Employee Time Clock

Quit

Clients can also book their next appointment using the simple screens taken from the popular on-line booking system. Appointments can be booked with requests, using the calendar or first available selections, and all prototypes that you allow to be booked with the Cyber Preceptionist!

The Cyber Preceptionist can also display up to six current specials that you can change/update at any time.



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The Cyber Receptionist – your key to increased customer service, add-on sales, prebooked appointments, and accurate client address information!

The Cyber Receptionist allows for employees to clock in and out. This helps to relieve the congestion at the desk with staff, clients, and service providers all trying to work with one computer through one receptionist. How about having two or three of these terminals in your front waiting area?



The Cyber Receptionist always offers up-sell and add-on services, helps keep your data base current, allows fast check in and future appointment booking, and markets your current specials – all for less than \$3 a day! (on a lease purchase)

What is the cost of the Cyber Receptionist?

The Cyber Receptionist software is only \$395 on a limited introductory special price. The Cyber Receptionist program is designed to operate with your present SMS Wow licenses. If you need additional terminal licenses you will incur a cost for the additional multi-user terminal license. You must have WICS and the SMS Appointment Book.

The cost of the touch screen that operates with the Cyber Receptionist is \$565 for a 15 inch flat screen LCD monitor and \$760 for a 17 inch flat screen monitor. These monitors come with a 3 year warranty and are configured to work with the Cyber Receptionist software.

The MIKAL PS100 Utility Computer includes the small keyboard for the kiosk, Windows XP Pro, networking to work immediately with your MIKAL network, and costs \$1190. Note: if you wish to use a different computer there will be a \$200 set up fee required for configuration and installation.

The MIKAL Kiosk is specially designed to work with our monitor and computer configuration to present a small footprint area in your waiting area with maximum impact. The design allows for maximum air flow, has a fold down door for the keyboard, and a easy access door for the computer. The Screen area is built in for safety and stability. The cost for the kiosk is \$850. Shipping is an additional cost.



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**The Cyber Preceptionist –
your key to increased customer service,
add-on sales,
prebooked appointments,
and accurate client address information!**

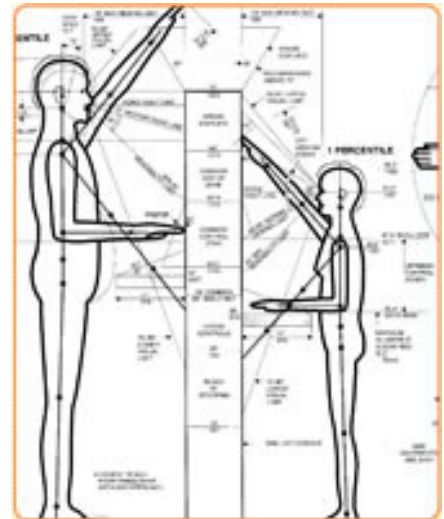
Your Total Investment:

Cyber Preceptionist Software	\$ 395	**Limited time introductory price WICS, Appt Book and SMS 5.6 required
15 Inch Touch Screen	\$ 565	
PS 100 Utility Computer	\$1180	
MIKAL Kiosk	\$ 850	

Total Investment	\$2990	

48 month lease purchase with \$1 buyout will cost
\$84 a month plus local use tax.

\$84 a month for a second receptionist (+ electricity)



**Prices do not include shipping. Monthly lease is an estimate only. A one page lease application is required for lease approval. The Cyber Preceptionist software requires SMS 5.6 or higher, XP Pro, MIKAL supplied Touch Screen, SMS options WICS and Appointment Book. Each Cyber Preceptionist terminal uses a Multi-user Wow license. For Silent Paging to work the Pager option and MIKAL approved silent pager equipment must be used.



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