

Case Study - Trevor Sorbie International

Giving customers a fearless and creative hair experience that's personalised to them

TREVOR SORBIE

Trevor Sorbie International was founded in the 1970s by celebrity hairdresser Trevor Sorbie. The flagship London Salon in Covent Garden first opened its doors in 1979 and since then the company has expanded into seven salons across the UK and Dubai. Over the years, Trevor Sorbie have won multiple awards, including the L'Oréal Colour Trophy 2018 and four Best British Hairdresser awards – a record number.

The success of their business opened up new opportunities for expansion. However, such opportunities also came with some hurdles – particularly around the backend infrastructure of each salon. Trevor Sorbie needed a strategic IT partner that could handle these issues when they arose.

The Challenge

Technology has changed the game when it comes to hairdressing. Unlike in the past, Salons are now a technologically augmented experience, and therefore require an IT strategy and an extensive suite of hardware.

With no in-house IT experience, Trevor Sorbie decided it would be necessary to enlist the help of an IT partner to manage their IT strategy as the business expanded.

"Since our staff are not IT people, we needed expert help to keep our salons up-to-date" comments Gerry Webb, Accounts Assistant at Trevor Sorbie. *"It was important to us that our IT would just be invisible. We didn't want it to distract us from giving our clients the best hair experience possible. Our IT partner therefore needed to handle all of our issues with as little need for our involvement as possible."*

Following a recommendation, Trevor Sorbie chose Tiva IT Solutions to be their IT partner going forward.

The Solution

When Tiva were asked to partner with Trevor Sorbie to deliver an IT package to suit their needs, the team knew just what was needed. Tiva oversaw a complete refresh of the server environment to a new platform, ensuring that all of the mission critical applications were migrated smoothly.

"Our mission is to provide our clients with a personalised style." continues Gerry Webb *"people don't come to us for a haircut, they come for a personalised hair experience and a level of artistry and service that you cannot get elsewhere. It isn't possible to give that level of service unless everything is working in sync. Tiva have always fully met our expectations and it is great to be supported by such lovely, friendly staff for which nothing is ever too much trouble."*

At the core of Tiva's service offering is their ongoing, proactive support. Tiva constantly monitor their clients' IT infrastructure searching for signs of fatigue that could have an impact on business continuity down the road. Furthermore, by keeping up to date with the latest developments in the technology industry, Tiva is uniquely positioned to provide clients with ever-evolving strategies to make their business run as smoothly as possible.

Over the years, Tiva have overseen the addition of nearly half of Trevor Sorbie's current showrooms. This includes adding the latest servers, implementing networking tools and rolling out software that the showrooms require to function. *"When it comes to opening new salons, Tiva have been first class and have never let us down."* Says Gerry Webb.



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The Benefits

"For us, having the access to Tiva's Technical Account Managers has been a game changer." comments Gerry Webb
"We can relax in the knowledge that our IT is in safe hands with Tiva. We have worked together for over 10 years and the team have such a great understanding of how we work and what we require".

With a period of strong growth planned, Trevor Sorbie are turning again to Tiva to help propel them forward with the help of technology.

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Gerry Webb
Accounts Assistant
Trevor Sorbie International

Summary

- **Predictable Costs** – Trevor Sorbie pay a predictable monthly cost that covers their proactive IT Support.
- **Ever-evolving strategy** – Tiva continue to monitor developments in the technology industry to ensure Trevor Sorbie get the most from their IT.
- **Security** – Tiva constantly monitor Trevor Sorbie's IT infrastructure against threats.
- **Reliability** – Proactive support helps to dramatically reduce the risk of downtime by solving issues before they become problems.
- **Communication** – Tiva's support team are accessible all throughout the working week and provide Trevor Sorbie with a helping hand when problems arise.



Find Out More

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