



Seckingtons

Dext has helped Seckingtons hair salons save time with its platform dedicated to small-to-medium sized businesses (SMBs), reducing the amount of manual data entry and considerably reducing the number of missing receipts and invoices every single month.

Dext



About

Seckingtons hair salon opened up back in 2009 when the small business community was still reeling from the financial crisis that occurred a year before. The business has seen a steady growth and expansion over the last decade, now operating in two locations – its birthplace of Northampton, and a sister salon in Milton Keynes that has recently celebrated its third birthday.

With 36 staff now on the books and an ever-evolving client list, salon manager Ashley Panter has helped the company maintain its upward trajectory from behind the scenes. Alongside the day-to-day management of operations, Ashley oversees everything financial admin – accounts, payroll, supplier management and more.



Challenge

As Seckingtons continued to grow, so did Ashley's workload. The amount of time she was spending on manual admin tasks was becoming a problem, and drawing her attention away from other crucial areas of the business as a result.

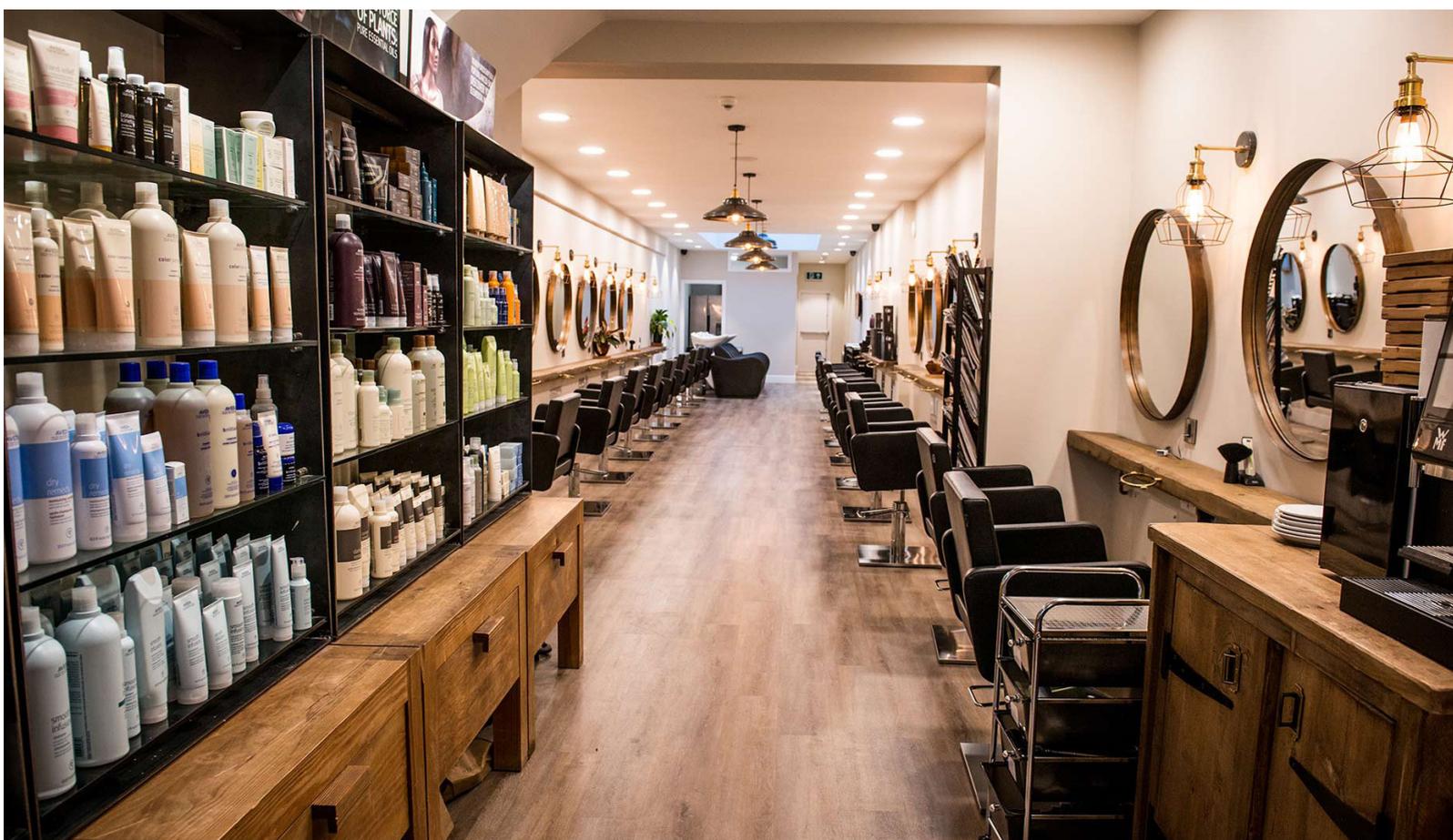
"Every month, I'd be spending hours and hours trawling through our records to make sure everything was ready to send over to our accountant. Of course, things naturally get missed, or duplicated – something that was becoming a nightmare for the both of us when it came to getting everything in order."

Keeping track of all the company's purchases throughout this period also became problematic. With daily orders made for supplies and products, sales invoices were stacking up – and those left unclaimed were costing the business in vital tax relief.

"As a business, we are creating Amazon orders every day. Keeping track of them, making sure each one is processed properly, is such a time-consuming job. It feels like it never ends."



This is one of the most useful tools I've seen. To know what is paid, when things are due and to be able to pay is absolutely brilliant. To know that I'll never need to go on my banking app again is great; it will save me so much time in the future. What an amazing feature."



Solution

After looking for a solution to win back hours in her week, Ashley started using Dext. It unlocked a faster and more secure way for her to upload and publish the company's records, making life easier for both her and her accountant.

And, after speaking with one of the Dext team, she uncovered more features that have started to make an invaluable difference to her working practices.



"The majority of my Dext usage was initially carried out using the mobile app; I'd take photos of the records I needed to upload, and let it process and publish for me from there. It really helped me get through those admin jobs faster.

"Since exploring the web app, however, I can do much more. I have linked my email address with my Dext account, so all of my Amazon orders are automatically uploaded and processed. All I need to do is check over them and they're ready to go – it saves me so much time."

Impact

Having explored Dext further, Ashley started to trial Pay: an all-new feature that allows users to see what you need to pay and when, and then pay it. Users can do all from within the app, meaning Ashley could avoid the constant switching between Dext and her banking app – something that was a source of ongoing frustration.

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Now, Ashley has more time to focus on the jobs that help her and Seckingtons continue growing, and providing the best possible experience for staff and clients alike. Dext, she says, has played a role in helping her achieve that: "I absolutely love Dext, I really do. All it takes is 30 minutes to really get familiar with what it can do – and the team is on hand to help you where you need it, too."



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