ZeeZor: PoS Analytics Driving Coworker Competition

The most successful startup founders create a new business to solve a problem in the industry in which they have worked for many years, because they have lived with a systemic problem for those years and have deep technical knowledge that leads to the right solution. Such is the case for the founders of ZeeZor, a point-of-sale technology startup based in Duluth, GA. We spoke to Cindy Howell, the president and one of the founders of ZeeZor, about how they got their start and the amazing results their customers see after implementing their service.

Howell spent many years as a franchisee of Great Clips hair cutters, at one point owning 43 stores. Her greatest daily challenge was that she had no insights into the actual performance metrics of each of her locations nor the stylists' sales performance at each location. She knew exactly what her key performance indicators (KPIs) were, but she had no way to measure them except in month-old financial reports. Furthermore, other than individual phone calls, she had no efficient method of communicating with any or all of her team across all 43 stores.

Howell and her husband, co-founder Chris Nedza, built the technology behind ZeeZor to solve their own problem. After implementing their own solution, Howell sold her franchises for the highest multiple in the industry, and set out to build a sustainable business in ZeeZor.

ZeeZor is a point-of-sale software, primarily aimed at the retail beauty industry, that allows franchisees to capture critical data for each of their locations in real time, and communicate with any - or all - of their employees at any location, also in real time. The result of implementing ZeeZor is that an individual franchisee, like ZeeZor's high profile client **Van Michael**, can tell at a glance on any mobile device which stores have exceeded their year-over-year comparable revenue every day, week, month, or year, in real time.

The ZeeZor user interface is a mobile app. The stylists, in addition to the franchise owners, get free unlimited use of the app, and each stylist can see how they are performing in relation to every other stylist on the franchise team, creating a highly competitive environment. Liz Fortson, a stylist and employee of ZeeZor, told us, "Seeing instantly that I was the best performing stylist in the business that day made me feel so appreciated!" The app makes it very easy for franchise owners to instantly implement ad hoc sales and performance contests across all locations.

ZeeZor has traction, despite only being active since the middle of 2014. With more than 250 installed locations and more than 2,000 active users (franchise operators and stylists), the startup has achieved successful implementation with the two leading PoS providers in the beauty industry, Millennium and Salon Biz. Howell credits their simple business model as the reason they have been so successful in working with the most popular PoS software providers. ZeeZor charges $99 per retail location subscription model, with unlimited users (franchise owners/operators and stylists), and a revenue share to the PoS provider.

ZeeZor is competing in the Finals of the TAG Business Launch Competition, although Howell told us that ZeeZor is not actively raising any capital.