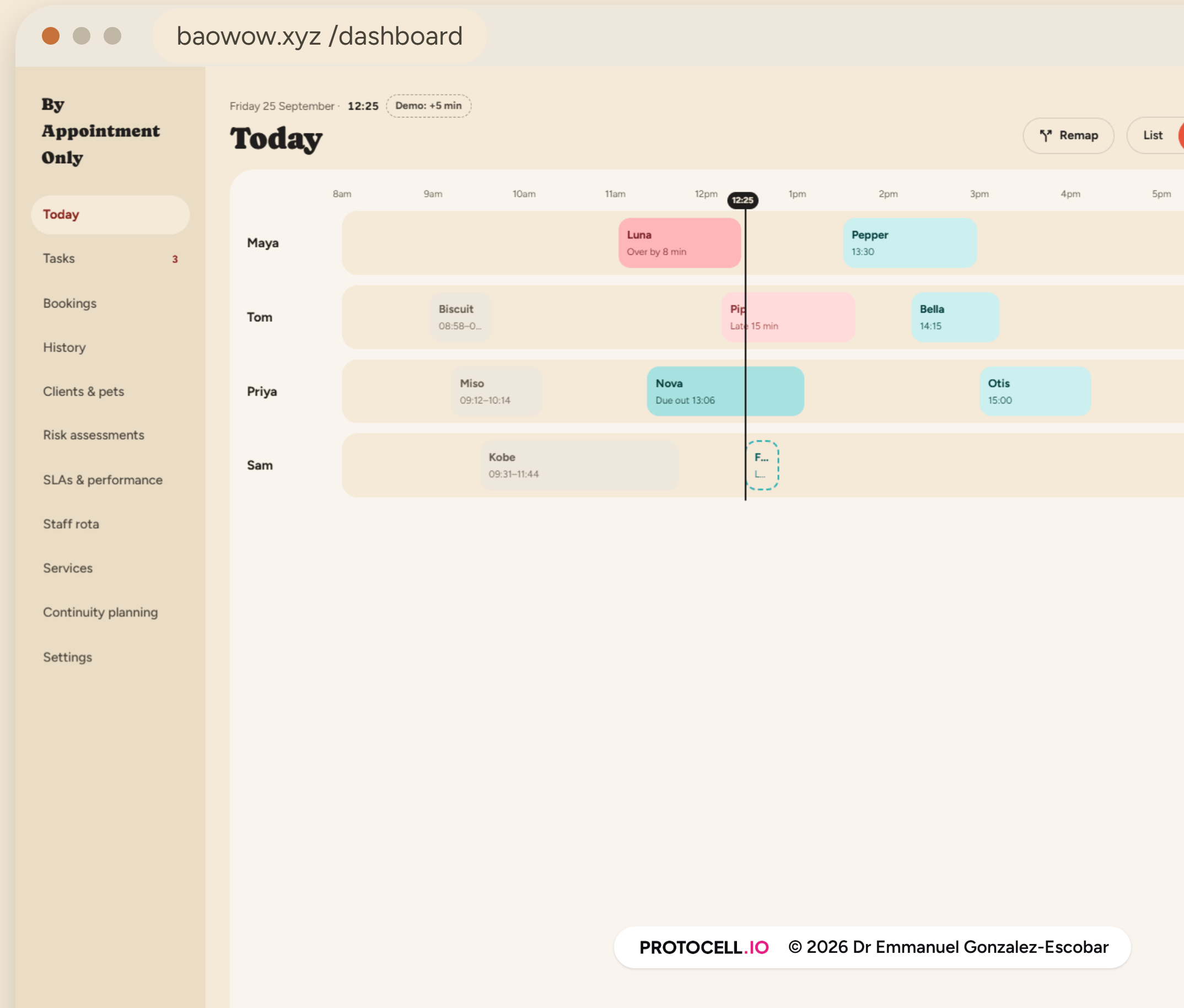


Introduction

Appointment layer

By Appointment Only

Booking times that adapt to the real day, on the calendar you already use.



**Just because
something is digital
doesn't mean it has
to be transactional.**

Care

Flexibility

Respect

Every appointment is a promise

The times a business offers are the times it has committed to be there.

Delivering the service

Taking a booking

Answering the phone

Replying to an email

Welcoming a client

Handling a cancellation

Keeping the schedule moving

Many channels, one availability

Online

Phone

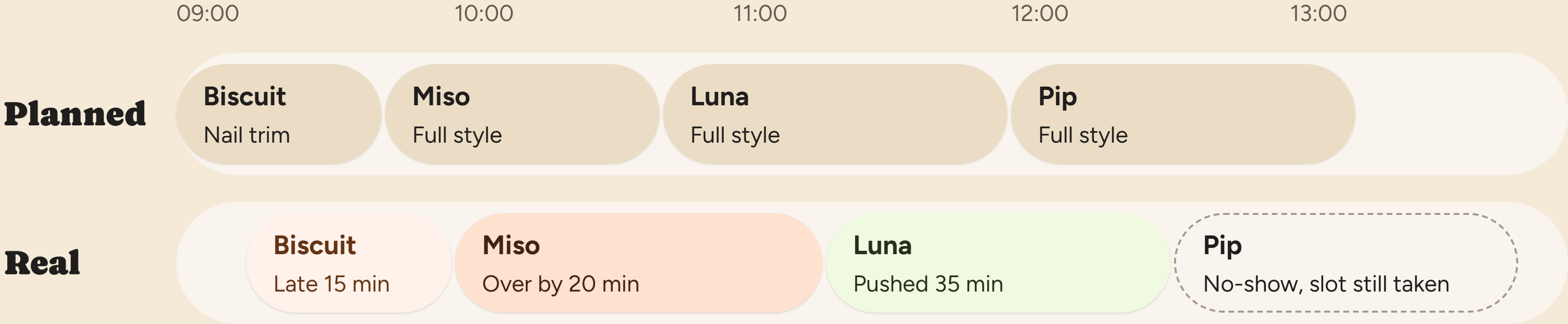
Email

In person

**One source
of truth**

Without it, availability fragments across systems, staff and channels.

Booking systems sell the planned day



- Online
- Phone
- Email
- In person
- Lost revenue
- Lost capacity
- Evening admin

The operational constraint

Every pet is different

An empty space in the calendar is not the same as capacity the business can commit.

Breed

Coat

Service type

Stylist

Individual pet

baowow.app / clients

By Appointment Only

Today

Tasks3

Bookings

History

Clients & pets

Risk assessments

SLAs & performance

Staff rota

Services

Continuity planning

Settings

737 clients · 737 pets

Clients & pets

Q

Search client, pet or phone

Showing regular clients. Search to find anyone.

J

Jo Adeyemi

Luna · Cockapoo

26 Sep

D

Dev Patel

Nova · Siberian Husky

28 Sep

M

Marcus Webb

Kobe · Mastiff

28 Sep

E

Ellie Grant

Pip · Poodle

25 Sep

H

Hana Sato

Miso · Shih Tzu

26 Sep

R

Rosa Lind

Biscuit · Chihuahua

—

T

Tara Quinn

Rex · Spaniel

—

C

Chris Moreno

Pepper · Poodle

25 Sep

A

Amir Haddad

Bella · Spaniel

25 Sep

L

Lena Brooks

Otis · Cockapoo

25 Sep

N

Noor Rahman

Saffron · Persian

6 Oct

B

Ben Okafor

Juno · Border Terrier

—

Jo Adeyemi

Client since March 2025 · 13 visits

Mobile

07700 900418

Email

jo@example.com

Prefers

WhatsApp

Edit details

New booking

Luna is in with Maya

Checked in 11:02. The daily note opens after check-out.

Open in Today

L

Luna

Cockapoo · 4 years · Medium

Nervous of the dryer

Settles after five minutes

HEALTH AND STYLE LOG

From the daily note on 28 Aug with Maya. Staff tap only what changes.

Coat

Matting behind ears

Changed

Skin

Healthy

Ears

Clean

Nails

Trimmed, 3 weeks

Changed

Style

Teddy face, 1cm body

Upcoming

26 Sep, 09:15

Nail trim with Maya

From the last daily note: Coat: Matting behind ears · Nails: Trimmed, 3 weeks

Visits and daily notes

14 in total

Today

Full style

Maya

In the bay now

28 Aug

Full style

Maya

Coat: Matting behind ears · Nails: Trimmed, 3 weeks · Bay 1

17 Jul

Bath & tidy

Tom

Daily note · no changes · Bay 2

3 Jul

Full style

Maya

Daily note · no changes · Bay 1

5 Jun

Full style

Maya

Daily note · no changes · Bay 1

10 Apr

Nail trim

Maya

Daily note · no changes · Bay 1

6 Feb

Full style

Maya

Daily note · no changes · Bay 1

Synced with Google

The question behind every booking

The usual question

“Can we book this customer in for 2 PM?”

The real question

“Given the actual operational state of the business at this point in the day, what appointment can safely be accepted at 2 PM?”

Nothing sits in the middle



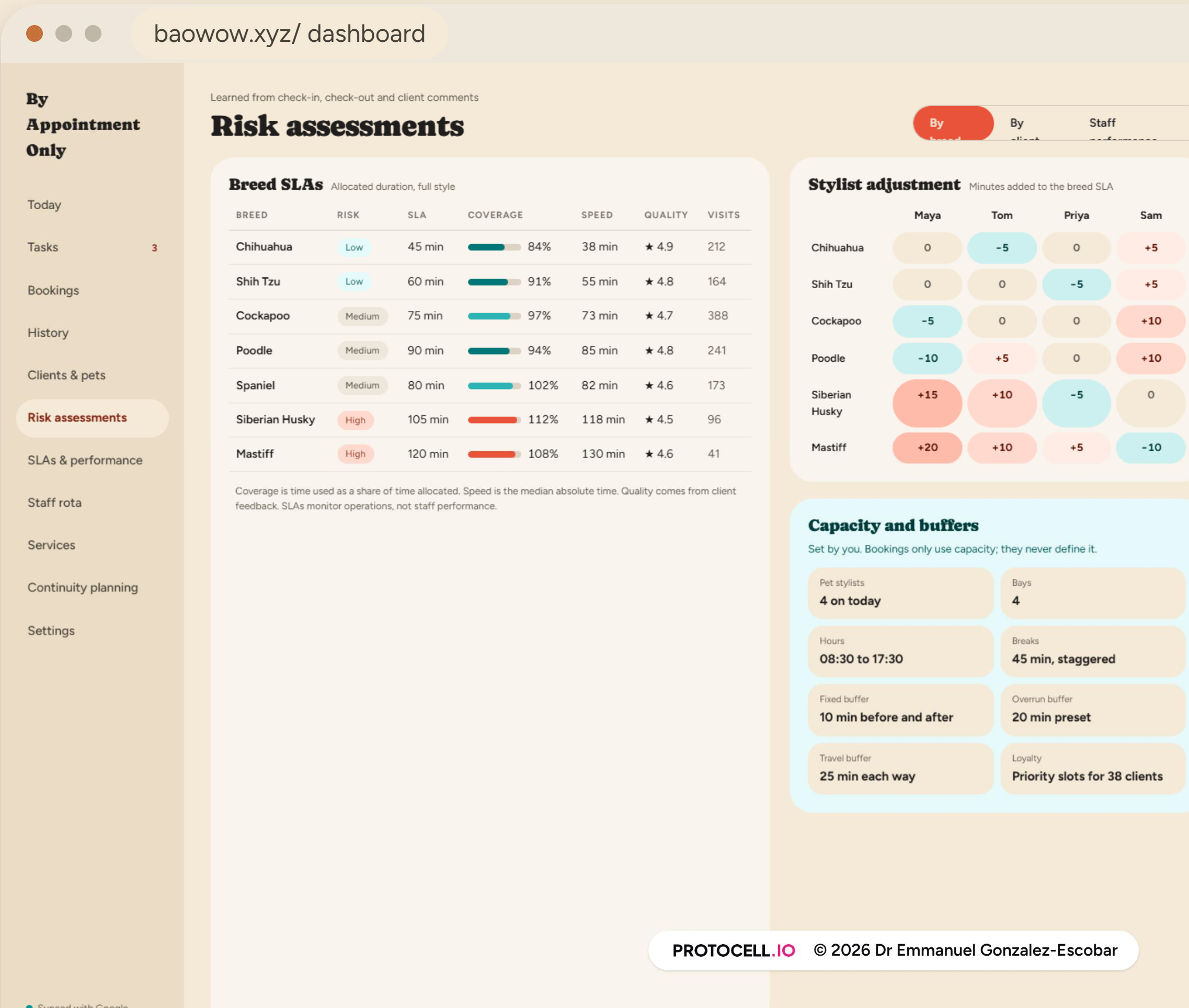
Why we built By Appointment Only



By Appointment Only

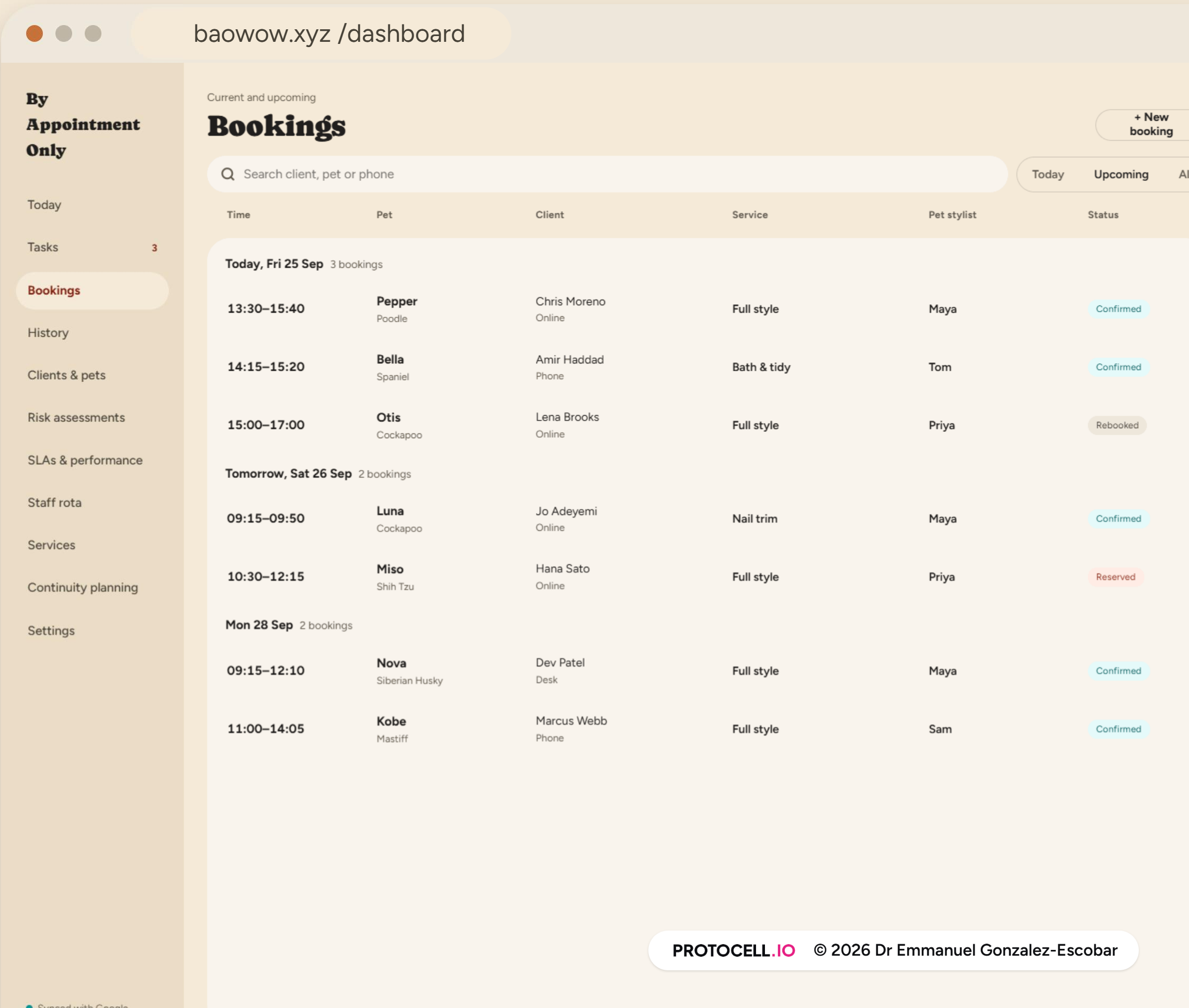
We build that middle layer

- 1 Connects to the owner's calendar. If the layer stops, the diary still works.
- 2 One source of truth across online, phone, email and in person
- 3 Sized from history per breed, stylist, service type and pet
- 4 Owner adds margins and overrides any rule



From availability to commitment

- 1 The customer picks a service and time, and is confirmed instantly
- 2 Behind it, the system checks the business has the capacity
- 3 Duration comes from the business's own history and the state of the day
- 4 The booking becomes an operationally backed commitment



The day becomes data

- 1 Staff record arrival and departure. Nothing else.
- 2 Client lateness is told apart from business overruns
- 3 The stylist is asked when a session runs long
- 4 No-show capacity is released straight away

12:18 · Maya

L

Luna was due out at 12:17

Cockapoo · Full style · checked in 11:02

Still going

Done, check out

Next up: Pepper, Poodle, 13:30

One engine, any appointment business

Subject

What is being serviced

Provider

Who provides the service

Service

Which service it is

Self-learning, risk-based timing from the business's own check-in and check-out data. Extra stage gates can be added, so useful data never falls through the cracks.

What the business gets back

What the business gets back

All from data the system already collects.

Coverage

Speed

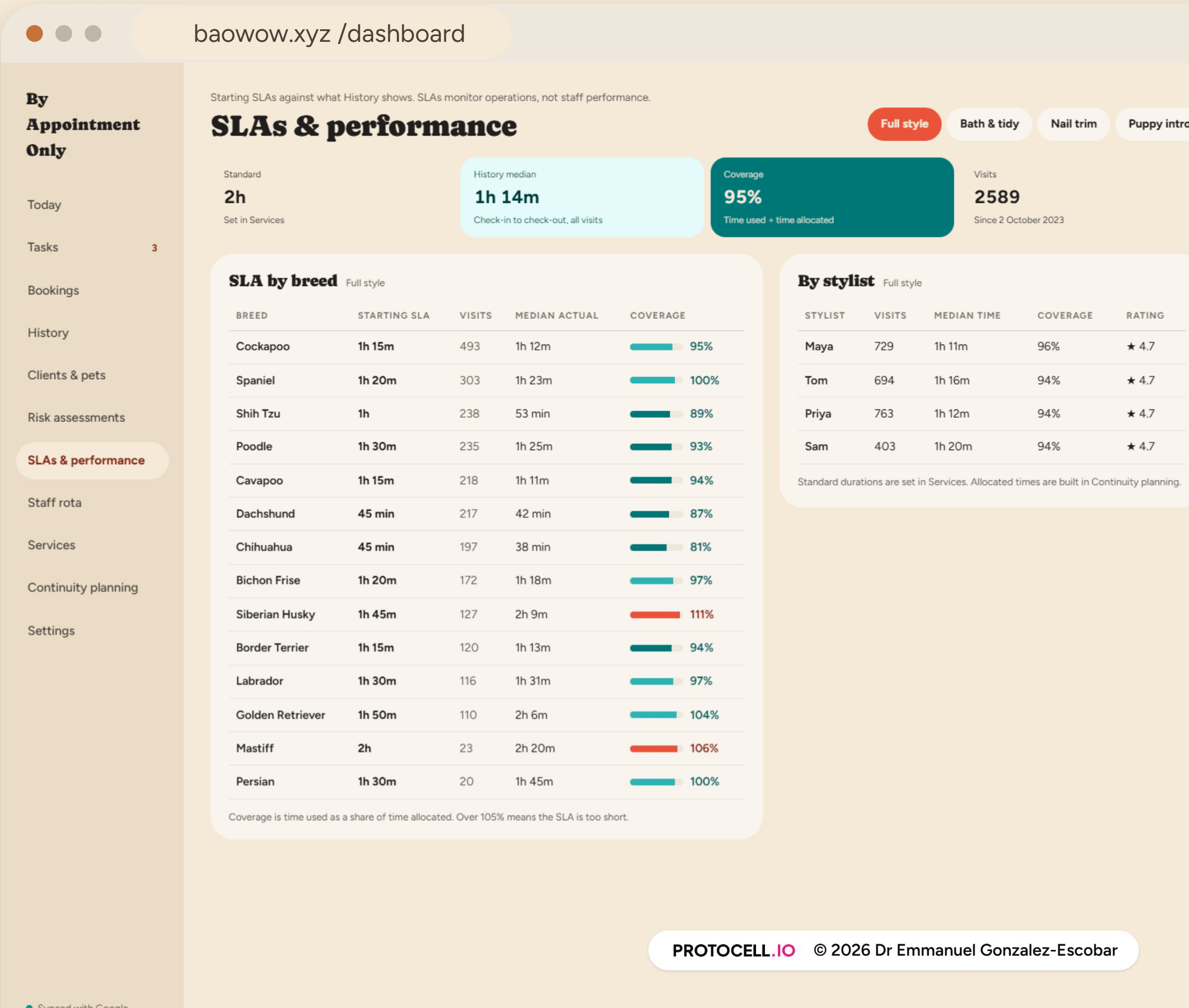
Quality

Client lateness

Business tardiness

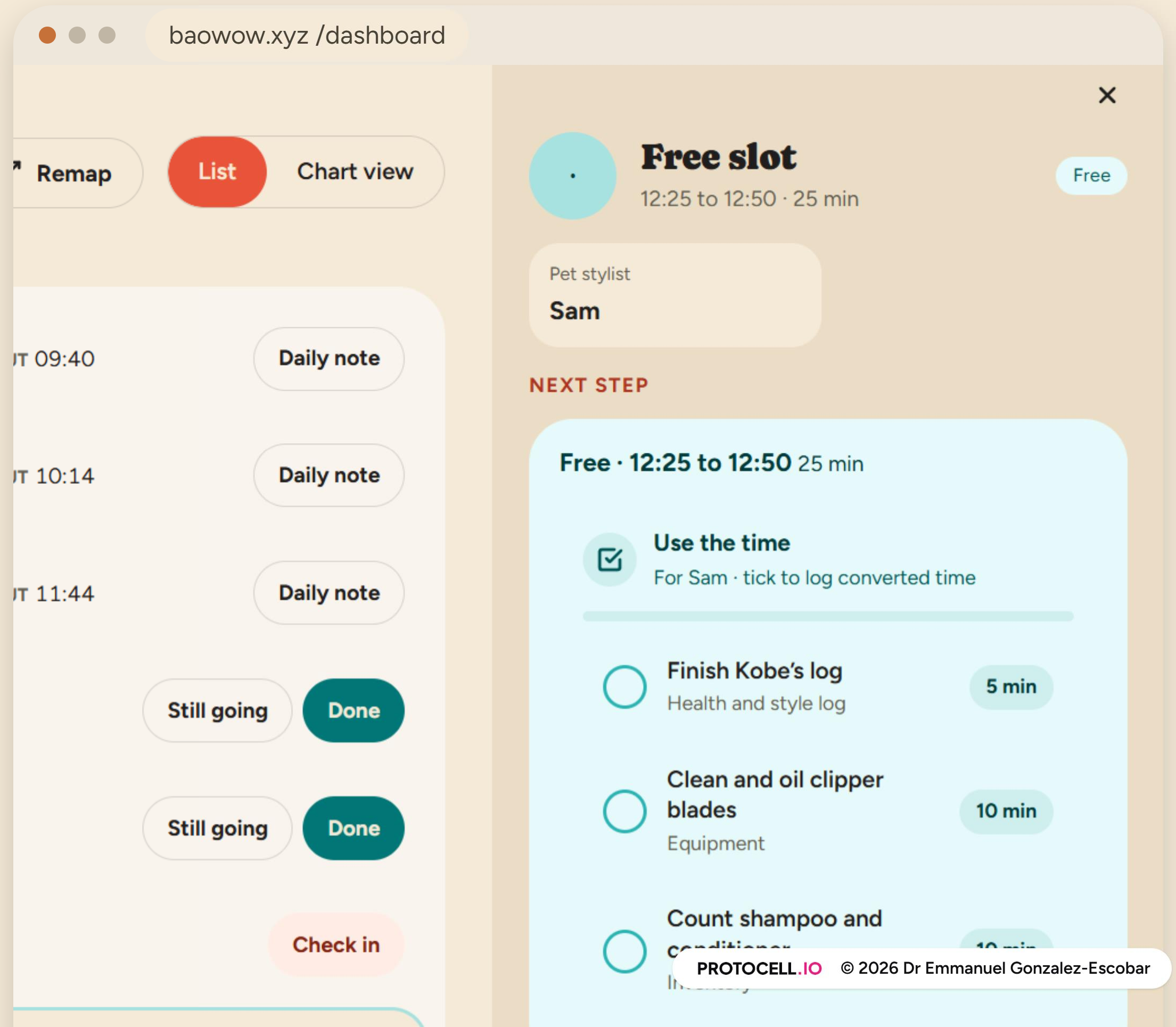
Freed capacity recovered

Owner effort removed



Lost time becomes useful time

- 1 A cancellation is confirmed and the slot is freed
- 2 Tasks that fit the gap are surfaced for that stylist
- 3 Admin, equipment and stock get done in the day, not after it
- 4 Converted time is logged, supporting staff retention



Close

Booking systems promise a time.

We make sure the day can keep that promise.

By Appointment Only · [Live walkthrough](#)