



Las Vegas Based CK Systemz Believes the Beauty Professional Can Shine in a Crisis Economy and Shares This Message Across the Country

The \$60 Billion Cosmetology Industry remains somewhat recession proof and Las Vegas based CK Systemz's Client Keeper software is breaking through to the Beauty Professional to help them increase their income using proven marketing tools and software never before used by Beauty Professionals.

Las Vegas, NV, September 21, 2008 --(PR.com)-- With all industries fighting the recession, upstart Cosmetology software Company, CK SystemZ, LLC is creating more income for the Beauty Professional in the \$60 Billion Cosmetology Industry today with the introductions of Client Keeper for the Beauty Professional, the first ever Proactive, Self-Aware computer software designed for the Individual Beauty Professional.

While most industries are downsizing, Beauty Schools are filled with potential Cosmetology Professionals. "The slow-down in the economy has not stopped women and men from visiting salons and spas to keep up their look and fight stress with spa therapy and massage", states co-founder Diane Dutton. "As a CPA, I knew Client Keeper would help Beauty Professionals increase their revenue from this surge in business."

Not since the introduction of small business accounting software have we seen a new product designed for the truly small business owner. "Client Keeper uses a form of artificial intelligence (AI)!", says Dutton. "This software thinks for you, ends no shows, tracks customer visits, fills your schedule, all without the Beauty professional lifting a finger!" The Duttons, Diane and Michael, hold a patent for this AI feature known as interactive/automated/email/appointment/scheduling. Since that is such a long phrase, terms like Self-Aware, Dynamic and Proactive has been used to describe the product by its first 250 new users and industry experts.

For the first time a computer software product has been designed for the small business beauty professional to send automated emails to clients confirming and scheduling appointments, maintain their customer database, provide financial and statistical reports and allow for creative email advertising campaigns. "We were amazed at the overwhelming response to the software" remarked the Company's software co-creator, Michael Dutton. "When we set out to help the individual cosmetologist build and manage their business, we hoped to provide a low cost, high quality tool. It's exciting to see our efforts produced such a quality result!"

Client Keeper's debut at the International Salon and Spa Expo, (ISSE), provided a perfect backdrop where over 35,000 professionals spent 2 ½ days with some of the finest products and professionals in the industry.

Now The Company, CK SYSTEMZ, LLC a Las Vegas based Company, is taking the message to the beauty schools, presenting business classes in the Vegas area, starting with the G Skin/Beauty Institute. Students are worried about today's economy and can they make money when they graduate. With Client



Keeper on their side, they are ready to tackle the economy, building their salon business customer by customer. “Use your computer to get more clients, more appointments and more money” says CEO Diane Dutton, “and the students' eyes light up with \$\$\$ dollar signs!”

CK Systemz, LLC is the software company focused on revolutionizing the way small business manages time, clients and ultimately creates more income. For more information on Self-Aware Software, see Client Keeper at www.cksystemz.com.

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