



Helping a Hackney
hairdresser get reliable
broadband that's
a cut above





Despite being in a connectivity blackspot, Mie Mani salon knows their internet will never drop out with 4G Assure

Cristian Proietti always wanted to be a hairdresser. The co-director of the Mie Mani salon in London said he “never wanted a desk job”. So, when he went into business with his friend Silvia in 2009, the last thing he expected was to spend most of his time sorting out IT.

Being on-trend means staying connected

Based in Shoreditch, Mie Mani’s clientele is made up of busy creatives, trendsetters and city workers. Many of them prefer to book via the salon’s online system to save time. But with the signal dropping out up to six times a day, the salon often missed booking requests. They struggled with their online booking system buffering and double-booked appointments also proved to be a problem.

“We were basically stuck at the desk for five minutes trying to book an appointment while the client was sitting in the chair with wet hair.”

Cristian Proietti
Co-director, Mie Mani



A big tip from BT

One day, one of our BT team members, Shanna Pederson, sat down in Cristian's styling chair. A long-time client at Mie Mani, the hairdresser had often told Shanna about the salon's internet woes. "She told me about this new technology at BT. And recommended we try it," says Cristian.

The solution was BT Broadband with 4G Assure, a Business Smart Hub router with a 4G dongle. Within 24 hours of Cristian ordering it, the Hub was in the salon. And the set-up was simple. "It was five minutes work", Cristian says.

Now, if anything happens to the salon's broadband connection, it switches seamlessly to 4G, securely sending the salon's data over the mobile network. It keeps them connected, and able to answer emails and book appointments.

It also automatically alerts our engineers if a problem crops up. Once they've fixed it, they then switch the salon back onto its regular broadband connection.

"I didn't need to call BT for help. It just worked straight away."

Cristian Proietti
Co-director, Mie Mani

A new-look salon

Broadband with 4G Assure helps Cristian to focus on what he loves: cutting hair. He thinks the internet is better than ever: “it’s been consistent – 100 per cent.”

The 4G dongle offers reassurance, so he knows that the music he plays to give the salon ambience won’t suddenly drop out – and customers don’t get frustrated mid-song. The fully-featured Business Smart Hub also offers faster wi-fi around the workplace. It also connects more devices, so stylists can use tablets to process payments.

Cristian says bookings have increased since he’s been able to improve customer service, “If you come here around five, the salon is full.” Things are going so well, he’s even thinking about opening a second salon. And if this one has connectivity issues as well, he knows with 4G Assure he’ll only have to worry about crafting the perfect hairstyle.





Offices Worldwide

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March 2020