



GROOMER ACCOUNT WALKTHROUGH

Set up your grooming business

Your profile, services, team and appointments, prepared in the right order. Use the steps that match your plan, then check a complete visit before sharing your real booking link.

Full includes GoGroomPets customer bookings and the diary. **Lite** includes a public profile, manual diary, calendar imports, private dog records, team access and external booking links. Both plans include three active sites. See pages 15-18 for sites, roles and daily tools.

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Keep [the web setup walkthrough](#) beside you. The screenshots in this guide show fictional examples of the actual interface.



01 / ACCOUNT & ACCESS

Create your account or join a team

- 1 Open gogroompets.com, choose **Sign up > Groomer sign up**. Enter an email and a password of at least 12 characters.
- 2 Read the platform terms, including the groomer data processing terms. Accept them and make your optional GoGroomPets marketing email choice. Choose **Create groomer account**.
- 3 Verify your email using the verification message. Then use **Sign in > Groomer sign in**. Your verified-account welcome email includes this guide and the feature sheet.

Joining an existing business? Create/verify your own groomer account, then open the complete invitation link your colleague shares. Check the business and choose **Accept team invitation**. You do not need to create a second company.

Your invitation gives Manager access to all business sites or Staff access to one assigned site. Only invite people authorised to see the corresponding customer and care records. A customer login cannot manage a business; use a separate groomer account.

Marketing emails (optional)

☐ I'd like to receive GoGroomPets news, offers and product updates by email.

You can change your choice in Communication preferences or contact support@gogroompets.com at any time. Your account, welcome guide and essential booking emails are available whatever you choose. This choice is for GoGroomPets email marketing only.

Actual interface - fictional example. Labels and available options depend on your account.



02 / COMPANY & SETTINGS

Create and describe your business

- 1 On the new-account dashboard, enter **Business name**, **Public page name**, **Town** and **Registered business country**. For Full, enter **First groomer's name**.
- 2 Choose your plan, then **Create my grooming business**. Your listing starts hidden while you prepare it.
- 3 Open **Settings**. Check business name, town, postcode/Eircode, public phone, description, website and any existing booking website. Add your logo and review what customers will see.
- 4 Check price currency and appointment times in your booking/profile preview. Contact platform support if the company's country, currency or timezone needs correcting.

Use a public business contact suitable for customers. Do not place private login details or payment keys in a profile. Save with **Save changes** after editing.

YOUR GROOMING BUSINESS

Let's get your diary ready

Create your company. Your profile and customer bookings stay off while you configure services and policies.

Business name	Public page name
Town	Registered business country
	United Kingdom (including Northern Ireland) ▼
Your plan after the 14-day free trial	
Full booking platform · £20 per month ▼	

Actual interface - fictional example. Labels and available options depend on your account.



03 / BILLING

Choose the plan that fits

Plan	Monthly base price	Best for
Lite	£5 / €6.25	Profile, manual diary, calendar imports and team access
Full	£20 / €25	GoGroomPets bookings, diary, dog care records and visit management

Each business group starts with a **14-day trial**. See page 15 for included sites and extra-site billing. Billing shows the trial dates, selected plan and invoices. The first paid part-month is prorated. A Manager can enter a **Discount code** in Billing for 20% or 50% off membership for 3 months, 6 months, one year or forever, depending on the offer. One code per business; new-company offers start after the trial. Approved pilot waivers remain permanent. Invoices cover the billing period shown; open an available invoice to arrange payment.

During the trial, selecting a plan chooses the first paid plan. Later plan changes affect billing from the next month. Booking features follow the selected plan immediately; finish or cancel active visits before changing to Lite.

Email and app notifications are included and available. SMS and WhatsApp are greyed out as **Coming soon**; these channels cannot be activated or charged. Stripe processing fees remain separate.



04 / TEAM

Add groomers and team access

- 1 Open **Team**. In **Your groomers**, enter the bookable groomer's name and choose **Add groomer**. Keep the groomers available for appointments active.
- 2 For colleague logins, enter **Team member email**, choose **Staff** for this site or **Manager** for all sites and choose **Create invitation**. Use **Copy invitation link** and share it directly with that colleague. The invitation expires after seven days.
- 3 The colleague uses their own verified groomer login and accepts the invitation. Revoke an unused invitation or remove account access when it is no longer needed.

Bookable groomers and account access are different. A named bookable groomer does not automatically get a login. Staff use only their assigned site for visits, diary updates and normal payments. Managers also configure services, prices, settings, billing, refunds and team access. Keep at least one Manager.

Your groomers

Each active groomer has their own appointment capacity. Your available time determines capacity. There is no fixed daily limit.

E Ella Available for bookings	<button>Make inactive</button>
J Jamie Available for bookings	<button>Make inactive</button>

New groomer's name

Add groomer

Approved regular customers

Actual interface - fictional example. Labels and available options depend on your account.



05 / SERVICES & EXTRAS - FULL

Set services and extras

- 1 Open **Services & extras**. Choose **Recommended** or **Manual**. Recommended supplies five shared types and four sizes for groom, bath and their puppy versions. Enable the bands you offer and set price and minutes. Both setups are saved; see page 14.
- 2 In **Extras and included care**, set each item as optional, included or unavailable with a groom. Set extra prices and minutes by assigned dog size. In **Matted dog**, price and enable light, medium, heavy and extremely heavy matting separately. Customers choose one level.
- 3 Use **Book on its own** for a single-item visit such as a nail trim. Set that appointment's own price and duration. It can also remain an add-on to a groom.
- 4 Choose **Save changes**. Review accepted sizes in Settings and exclusions or supplements in **Breeds**.

Do not assume one size always takes one duration. Use grooming types and service settings to reflect your business, and check the quote from a customer's view.

Extras and included care

Included extras form part of your base service price and time. Optional extras add the price and minutes below.

Optional extras — prices and times by dog size ▾

Matted dog

Set your own price and extra time for each level, then switch it on. Customers can select one level when booking. You can also request a matting upgrade during the groom, with the original matting price credited.

Actual interface - fictional example. Labels and available options depend on your account.



06 / HOURS & BLOCKS - FULL

Set hours, timings and holidays

- 1 Open **Hours & blocks**. In **Working hours**, turn days on/off and enter opening/closing times. Choose **Save changes**.
- 2 In **Settings**, review appointment start options, intervals/fixed starts, preparation time and minimum notice. There is **no fixed daily appointment limit**: active groomers, working hours, service durations, preparation time, existing bookings and blocks determine capacity. Three groomers with five usable slots each can take 15 appointments. Short services fit wherever enough time is available.
- 3 For a partial day or a single groomer, choose **Block a day or time**. For a date range, use the **Holidays** section. Check the dates and times before saving.
- 4 Move existing overlapping appointments before adding a block. Check the Diary and the customer booking page: neither should offer the time you have blocked.

Working hours describe customer-bookable availability. An authorised groomer can move a visit and enter a time outside working hours when necessary. Blocked time, appointment clashes and preparation time still apply.

Working hours

Use weekday hours as a starting point, then switch weekends or individual days on or off.

Apply Monday's hours to weekdays

☒ Monday	Opens 09:00 AM	Closes 05:00 PM
☒ Tuesday	Opens 09:00 AM	Closes 05:00 PM
	Opens	Closes

Actual interface - fictional example. Labels and available options depend on your account.



07 / SETTINGS & RELEASE FORM - FULL

Choose access and care wording

- 1 In **Settings**, choose **Booking access**: public, PIN-protected or approved regular customers. Set **Accept new customers** to match your current capacity. Set **Customer groomer choice** to **Any available groomer only** to remove named customer choices; your team can still assign and move visits.
- 2 A listed PIN or approved-customer business can be found in search; the PIN or approval is still needed to book. Name suggestions appear while customers type. Manage approved regulars in Team where needed. Review accepted dog sizes, breed exclusions and behaviour-review settings before opening bookings.
- 3 In **Services & extras > Your release form**, review the form title and agreement wording. Suggested wording is a starting point; adapt it to the service you actually provide.
- 4 Review deposit, cancellation and refund wording in Settings too. Save the agreement with **Save changes**. Signed copies keep their original wording when a new version is saved.

Care agreement acceptance does not give marketing or photo permission. Obtain any separate permission your business needs; GoGroomPets email marketing consent is for the platform only.

DIGITAL CARE AGREEMENT

Your release form

Review the wording for your business before accepting live bookings. Saving creates a new version and preserves signed copies.

[Preview suggested care agreement](#)

Form title

Grooming care agreement

Agreement wording

YOUR DOG'S CARE

Actual interface - fictional example. Labels and available options depend on your account.



08 / PAYMENTS - FULL

Set deposits and collection payments

- 1 Open **Settings > Deposits and collection payments**. Choose whether deposits apply, enter the amount/percentage as appropriate, and review the customer-facing deposit/cancellation wording.
- 2 Choose the collection methods you can accept: your card terminal, cash or another supported method. You provide the choices; the customer chooses how they plan to pay.
- 3 For online deposits or balances, choose **Connect Stripe**. Complete Stripe's secure business, identity and payout setup. Return and check GoGroomPets reports that online payments are enabled.
- 4 After the groom, confirm the final price and mark it ready to collect. The customer's collection update links to their payment choices. Review whether the balance is paid or due on collection and the selected method.

A cash/card-terminal preference is not payment received. Record an on-site payment after you receive it. Online status updates after payment is confirmed. Without enabled online payments, collect payment using your available on-site methods.

Deposits and collection payments

Deposit option	Deposit amount (GBP)
Fixed deposit per visit	10

Deposit, cancellation and refund wording

DEPOSITS AND PAYMENT
Any deposit required is shown before you confirm your booking and is credited towards the final agreed price. Online payments are available when the groomer's Stripe account is enabled. The accepted payment methods are shown with your booking. Additional work or extras must be agreed with you before they are charged.

Review this editable draft for your business before accepting bookings. Deposit deductions must be fair and your customers' statutory rights apply.

[Preview suggested payment terms](#)

For services within 14 days of an online booking, obtain the customer's separate express request before

Actual interface - fictional example. Labels and available options depend on your account.



09 / MESSAGES & PREFERENCES

Choose notification channels

- 1 On Full, open **Messages**. Choose **Enable app notifications for new bookings** and allow the device prompt. Use **Send test notification** and confirm a visible alert.
- 2 Enable each device separately. For iPhone/iPad web alerts, install the web app using Safari's Share > Add to Home Screen and open it from the icon on a supported system.
- 3 Email and app notifications remain available. SMS and WhatsApp are greyed out as **Coming soon** in Billing and customer booking; there is no charge for these paused channels.

Confirmed appointments have email/app reminders seven days before and the day before. Short-notice appointments receive only future stages. Manual WhatsApp links open your own app for you to send the message.

To change the platform's marketing email choice, open **Setup & help > Communication preferences** and save your selection. This does not change booking notifications.

 **Enable app notifications for new bookings**

Send test notification

Disable app notifications on this device

Send a test and check that it appears on this device. Allow notifications if your browser asks. On Samsung or other Android phones, use Chrome or Samsung Internet. On iPhone or iPad, install the app and open it from your Home Screen first.

Actual interface - fictional example. Labels and available options depend on your account.



10 / GALLERY & PUBLIC PROFILE

Preview your profile and share links

- 1 Open **Gallery**. Choose business photos, add useful captions and upload them. The gallery supports JPEG, PNG or WebP; follow the size and number limits shown on screen.
- 2 At the top of **Settings**, use **Your business links** to copy or open your **Public profile** and **Booking page** links. Check the logo, name, location, description, gallery and contact links from the customer's view.
- 3 On Full, open **Your booking link**. Check dog restrictions, services, prices, availability, the care agreement and payment wording. On Lite, verify the external booking/contact link instead.
- 4 When ready, choose **Go live** at the top of **Settings**, confirm your setup review and choose **Publish my business**. Switch it off to hide your profile and close new bookings through shared links. Existing appointments, payments and reminders stay available.

While off, only signed-in business managers can preview your profile and booking setup. Membership and the trial continue while switched off. Location-search distances are approximate.

Finish setup before going live

Your business is hidden from search and new customer bookings are closed, including through shared links.

 **Go live**

Existing appointments, payments, reminders and your diary stay available when switched off. Your membership and trial continue.

Actual interface - fictional example. Labels and available options depend on your account.



11 / BEFORE INVITING CUSTOMERS

Check the first visit and get help

Use Setup & help. The dashboard shows your saved profile, team, service, hours and plan setup with links back to the editors. Keep this PDF beside you while checking each section.

- ☐ The public profile and correct booking/contact link open on a phone.
- ☐ Each offered service has the intended price, duration and extras.
- ☐ Active groomers, hours, service timings, blocks and booking access are correct.
- ☐ The release agreement and payment/cancellation wording match your business.
- ☐ A booked visit has the expected status, diary entry and confirmation email.
- ☐ A ready-for-collection update shows the accepted customer payment choices.
- ☐ Payment is recorded accurately before collection is completed.

Daily use. Open appointments needing review directly from the dashboard notice. In a visit, use **Move appointment** when needed, keep relevant private dog notes and review business reports. Customers can only self-move eligible visits until 72 hours before the start.

Practise the visit flow in the labelled fictional demo; it sends no real messages or payments. For your real account, check provider activation and receipt before inviting customers. Account help: support@gogroompets.com.

[Groomer web help](#) · [Platform terms](#) · [Privacy notice](#)



12 / EXTRA CARE & APPROVAL

Request extras during a groom

- 1 Open the visit in your **Diary**. Under **Request customer approval for extras**, choose any offered optional extras or a matting level. You can send a request from a confirmed visit without a Start groom step.
- 2 Check the **Additional cost** and **New total if approved**, then use **Send extras for approval**. A matting upgrade credits the matting amount already agreed, even if you later change your price list.
- 3 Wait for the customer's answer before doing the extra work. They receive email and an app alert if enabled, and choose **Yes** or **No** in My bookings. Their decision appears in the visit and you receive an update.
- 4 Approval adds the agreed charge once and extends the appointment by the extra time if it fits your diary. Declining, withdrawing or expiry adds no charge. Use **Withdraw request** if your proposal changes.

Requests expire after two hours or when the visit is changed or marked ready. Close any open online checkout before changing the total. Check the updated agreed total before sending the ready-for-collection update; approval itself does not take payment.

Milo's appointment

- ☐ Matted dog - Medium matting £20.00
- ☐ Matted dog - Heavy matting £35.00
- ☐ Matted dog - Extremely heavy matting £50.00
- ☒ Coat conditioning £6.00
- ☐ Deshedding treatment £15.00

Current total £60.00
Additional cost £6.00 - New total if approved £66.00
Adds 10 minutes, subject to space in your diary

Teddy

Actual interface - fictional example. Labels and available options depend on your account.



13 / BREEDS & PRICING - FULL

Breed groups, reviews and puppy care

- 1 In **Services & extras**, select **Recommended**. It supplies Short-haired, Curly / doodle, Double-coated, Long / silky and Wire-haired. Each type has small, medium, large and extra-large bands. Enable and price only the bands you offer.
- 2 Switch between **Full groom**, **Bath**, **Puppy full groom** and **Puppy bath** and enter a price and duration for every enabled size. The shared breed list is shown in each group. Puppy versions use the same breed size/type, up to and including six months at the visit.
- 3 Recommended and Manual retain separate service settings. Switch mode and save to choose which prices customers book. Optional extras are priced by assigned size. Review the puppy descriptions shown to customers.
- 4 Open **Breeds**. Use **Exclude from grooming** or **Additional cost per groom**. A supplement applies once to a dog's groom or bath, including puppy versions, and does not add to standalone or optional extras.
- 5 In breed reviews, approve an unknown breed using an accepted size and an existing dog type, or decline it. The customer then reviews the quote and books. A changed breed needs a new review; no approval automatically charges or books a visit.

Republic of Ireland registered businesses use EUR: Full €25/month, Lite €6.25/month. UK and Northern Ireland businesses use GBP: Full £20/month, Lite £5/month. Existing invoices and agreed appointments retain their currency.



14 / ONE BUSINESS, SEVERAL SITES

Manage your sites and team roles

- 1** A Manager opens **Settings > Your business sites** and uses **Add a site**. Review the proposed monthly total before saving. The new branch copies the original service settings; check its address, hours, groomers and prices before going live.
- 2** Three active sites are included on Lite or Full. Each extra active site is £5 or €6.25/month, prorated for the time active. The group has one membership invoice. Existing trial, discount and exemption arrangements are preserved.
- 3** Use the site selector for one diary, or **All sites** for the Manager view. Filter visits by site or groomer. Staff receive only their assigned site.
- 4** Invite a colleague as Staff or Manager in Team. Managers control settings, prices, services, billing, refunds and access. Staff handle normal visits, diary changes, collections, imports and selected waitlist offers. Keep at least one Manager.

New branches use the original Stripe connection unless a Manager chooses a separate one. Past checkout attempts retain their original payment account. Archive/restore changes active site billing; resolve online visits before archiving.



Manual diary and calendar imports

- 1 On Lite, use **Add appointment** in the Diary. Enter the customer, dog, service name, groomer, time, duration and agreed price. Busy blocks remain available. These manual records do not start online payment or reminder flows.
- 2 For a one-off migration, choose the receiving site and groomer, then open **Import your previous diary**. Name the source, select a date range of up to 180 days and choose an ICS or structured CSV file.
- 3 Preview entries. Review duplicate identifiers, busy periods and conflicts; deselect rows you do not want. A Manager must acknowledge imported appointment prices. Incomplete entries and ICS events become busy blocks.
- 4 Import the selected entries. The diary checks for new clashes again. **Undo eligible entries** removes records still matching their imported snapshot; later edits, notes, photos, payments or agreements are preserved.

An import is a snapshot, not live synchronisation. It does not create customer accounts, payments, signatures or outgoing messages. Review recurrence warnings and clock-change errors before importing.



16 / FULL RETENTION TOOLS

Follow-ups and selected waitlist offers

- 1 Open **Follow-ups & waitlist** for a site. A Manager can enable one email/app follow-up per last completed groom, default six weeks, set service/dog intervals and pause a dog.
- 2 Customers must separately opt in for that site. The sender rechecks consent, future grooming bookings, dog exclusions and paused/disabled settings. No automatic chasing sequence is sent. SMS is excluded; WhatsApp remains Coming soon.
- 3 Customers join the site's waitlist with a saved dog, service and suitable dates/times. Enter an opening and use **Check customers who fit this opening**. Current duration, breed rules, working hours and diary space are checked.
- 4 Choose the customer yourself and use **Send this customer an offer**. An offer creates no exclusive hold. Customer booking and message sending recheck eligibility and availability. Requests can be booked, withdrawn or expired.

Enabling follow-ups does not opt customers into them. Manual waitlist selection belongs to the grooming team; the system never automatically chooses a recipient.



17 / VISIT RECORDS & REVIEWS

Keep visit photos private and collect feedback

- 1 Open a diary visit and its dog notes. In **Private before and after photos**, select before/after, add an optional caption and upload a JPEG, PNG or WebP within the displayed limits.
- 2 Photos are stored privately and downloaded through current team access. Staff see records at their assigned site; Managers can see authorised dog history across their business sites. They are not a public gallery or customer/email attachment.
- 3 Use the public Gallery separately for photos you intend to publish, with the permissions your business needs. Backups include the new private records and files.
- 4 An enabled rating comes from an authenticated customer with a real recorded completed visit. Team members cannot review their own business and calendar imports do not verify a groom. The customer label is **Verified customer**.
- 5 A Manager can save an optional **External review link** in Settings. Customers see it after completed visits independently of the star score they choose.