

# Beauty Advisor - getting started

The Beauty Advisor functionality allows BA consultants to place an order on behalf of BA customers, and manage orders, customer base, and POS stores.

Communication between a BA consultant and a BA client takes place via three channels: telephone connection, SMS, or messenger (chat and messenger).

## info2.svg **Remember**

BA consultant - administrative panel user with “Beauty Advisor” rights. For more information about rights, see [User groups in the administrative panel](#).

## info2.svg **Remember**

BA customer - a consumer appearing in the BA customer base located in the module **Beauty Advisor > Contacts**. Contacts are created using BA customer import. For more information, see [Beauty Advisor - mass imports](#).

## info2.svg **Remember**

POS stores - retail outlets, created in the administration panel. For more information, see [Beauty Advisor > POS retail - store management](#).

Due to the complexity of the functionality, the individual modules have been described in separate articles:

- [Beauty Advisor > Contacts - viewing and managing BA clients](#)
  - [Beauty Advisor > Orders / list - viewing and handling orders](#)
  - [Beauty Advisor > Pending orders - viewing orders](#)
  - [Beauty Advisor > New order - description of the ordering process](#)
  - [Beauty Advisor - description of Recent Activity filter](#)
  - [Beauty Advisor > POS retail - store management](#)
  - [Beauty Advisor - system settings](#)
  - [Beauty Advisor - mass imports](#)
  - [Beauty Advisor - exports](#)
  - [Beauty Advisor - message templates](#)
  - [User groups in the administrative panel](#)
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