

Services... what are you really selling?

This is a really great time to step back and look at what you re really selling. I don't mean hair cuts, colours etc. I mean what is the other "stuff" you are giving your clients.

We are in uncertain times in the world, we are looking at a trading outside of the EU, the high street is dying but there has never been so much choice!

I remember when I first started hairdressing and good customer service was to have new magazines in the salon, a biscuit with coffee, flowers on the reception desk. Now some much of this has changed and most of this is expected along with an amazing cut, colour etc.

The main reason is for someone change a salon is due to poor service to just not being noticed.

Not being noticed is one of the largest percentages why clients don't come back, followed by bad customer service. Have you sent an email to your missing clients recently? Do you know why they did not return?

Let's look at the experience - Can you remember a restaurant you went to and had the most amazing food, the wine was to die for, the staff were just perfect. You could not wait to share your recommendation to your friends. This was all about the experience.

What about you and your service in salon. What is your client buying into? Make a list of all the service elements that you offer. This could be a hand massage at the backwash or eye masks whilst having treatments. What is good customer experience to you?

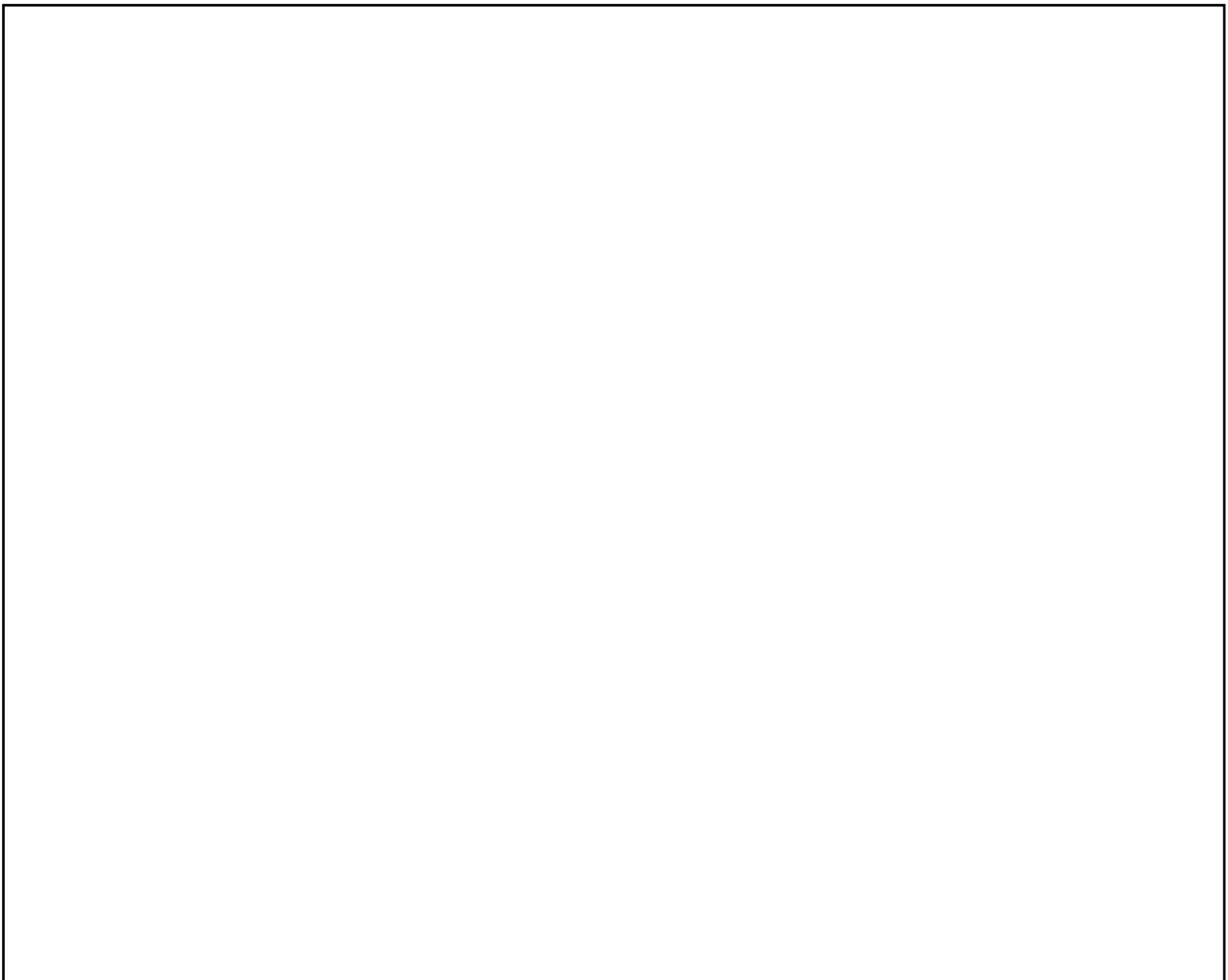
Consistency - There is no point going all out with a new clients and then the next time not repeating the service. Every interaction from booking to leaving the salon has to be part of the experience.

We are selling relationships There is always a champion in the salon that is giving amazing customer service and fantastic hair cuts but what about the experiences? Don't forget the experience!

It's time to get all of your team on the same page as you. From the list that you have above honestly ask your team if these service elements are adhered to with every client.

Now is the perfect moment to write a customer service plan for your team. It could be something like the below:

- Clients are greeted with a smile and are asked to take a seat and offered welcome drinks. The worst feeling is to be left hanging at a desk to check that you are who you say you are and for the front of house to gaze at the clock.... Just my pet hate!
- Clients are given the option for a scented eye mask whilst treatments are being taken place.
- Hand massages are to be offered to every client during their colour service.



How to launch your customer service plan

Make sure you share this plan at in a staff meeting and make sure each one of your team are trained on all the elements of your customer service plan... no matter who!

The easy way out of not adhering to your plan is that your team did not know how. You need to stress the importance, giving training and make sure if anyone goes off plan it is noted and you ask why they did not give good customer service.

Share your customer experience plan with your clients.

Have copy displayed in the staff room as a constant reminder.

Most importantly if one of your team is not sticking to the plan you take them to one side immediately and ask why they did not stick to the plan.

There is no point waiting till the end of the day, you have to action it straight away. Do you think Harrods would wait till the end of the day if a team member was not doing their job correctly?

Stylists love a plan, they love to know what is expected from them but they also need to feel included. Find a way of measuring customer service and share the win with your team when you percentage goes up.

Your job is put put the systems and processes in place to motivate the team. You should not be the busiest hairstylist in the salon, you should be running the business.

1. Create a questionnaire that measures customer service. This could be asking your client when they are leaving the salon to measure their experience - terrible - not great - ok - indifferent - good - really good - amazing.
2. Set yourself a salon target and add the percentages on a whiteboard on the staff room everyday.
3. At the end of the month celebrate the success and share with your clients your amazing customer service levels.

Remember to share what your customer service plan is and to also share the percentages.

