

UNDERSTANDING THERE IS A DIFFERENCE BETWEEN RETENTION AND RE-BOOKING

I read something recently that I wanted to share. It said that an improvement by 2% in the number of clients that you retain is equal to a 10% decrease in costs. Everyone knows how difficult it is to cut costs, so does it not make sense to really put effort in every day to make sure that every client who comes into your salon comes back.

As a salon owner think about how much effort and focus do you put into the retention of your clients?

- Do you talk to your team on a regular basis about the value of retention
- Do you address with a team member when you see something that is not 'client winning' if not why not
- Do you have a good loyalty programme that says: thank you to your regular clients
- Do you have promotions that regular clients can see value in
- Is every visit to your salon a great experience
- Do you clients leave your salon with a reason to return
- Do you look at your salon retention report
- Do you look at and discuss with each person their individual retention report
- Do you have in place clear goal for retention

It should be understood that re-booking is a service that you offer your clients in order to have them return to you when they are due and not when they "get around to it" Re-booking and retention are not the same. They link together but you need to manage both separately and with separate focus. When no rebooking is offered and clients stretch a 6 week appointment to 8 weeks you need 30% more clients to keep your appointment book full.

Some tips for re-booking

- Plan the next visit during the service or treatment and give the client reasons to return
- Offer this service to every client. Don't pick and choose
- Don't have a one size fits all for the time frame. Make it is personal, as to when the client needs to return based on their needs
- Be sure to have a good confirmation service to ensure you manage 'NO shows'
- Work with a booking fee and clear cancellation policy
- Have clear goals for re-booking and keep focus on achievement of the goal

Never allow a returning client to get bored with you. The single biggest reason that clients leave a salon is not because of bad hair it is because of indifference and poor service. This is easy to spot. It is where you fail to show you care and are interested.