



CREATING THE CLIENT EXPERIENCE EXERCISE





Creating the Client Experience Exercise

As manager, one of your roles is to define the ideal client service experience along every step of the client journey.

I'm going to suggest that there are the following 7 stages in the client journey.

1. Pre Visit & booking the appointment
2. Arrival
3. Consultation
4. Shampoo
5. Haircut, colour and finishing
6. Reception and checking out
7. Post Visit

You may decide to have more or less stages than I have, and you may decide to change the names, so do whatever suits you and your business model.

The idea is that you look at each stage and identify what is the 'best practice' at each of these stages relevant to the service experience you want your clients to receive.

I always suggest that this is a good exercise to do with your team because the more engaged they are in developing this process, the more likely they are to understand it, and therefore implement it.

The objective is to come up with a bullet point list for each stage that reflects your best practice salon standards.

Once you have defined each stage of the journey and created a bullet point list of best practice steps you now have a vision of what the service experience looks like in your salon.

The final two pieces of the puzzle are to put in place the systems and processes needed to support the service experience that you have defined for your salon.

And secondly, to train every team member to make those systems a reality so that they become part of your salon culture and that everyone consistently delivers on the values and service standards that you have.

So, lets get started...

Begin by asking, "What is the experience that you want every client to have?" And create a bullet point list under each of the 7 stages as follows:

1. Pre Visit & booking the appointment experience. Whether that's the client arriving without an appointment, or booking online or by phone. What details are taken. Alternatives offered. Contact information. Appointment confirmed. Etc

2. Arrival. What happens when the client arrives at the salon. The greeting. The checking in process. Offering refreshments. Help with bags and coats. Waiting time. Etc...

3. Consultation process. Where does it take place. How thorough is it. What questions are asked. Are visual aids used. Etc...

4. Shampoo experience. Water temperature. Massage technique, Towels and gowns. Products used. Time taken. Etc...

5. Haircut, colour, and finishing process. Comfort level. Conversation. Refreshments. Home haircare advice. Pre-booking advice.

6. Reception and checking out. Payment options. Efficient process. Follow through on take home and rebooking recommendations. Last impressions. Etc...
