



**SALONIST**  
BY SHRIVRA



# Want To Keep Your Salon Fully Booked?

Try These Steps

[www.salonist.io](http://www.salonist.io)

# TABLE OF CONTENT

## Chapter 1. Intrduction

## Chapter 2. Tried and Tested Strategies

- Customers should get service from suitable stylists
- Greet the customer rightly when they arrive
- Choose the Best Salon Booking System
- Reminder and Notification System
- Find out who is revisiting and who is not
- Send personalized Gift cards
- Give rewards to existing customers

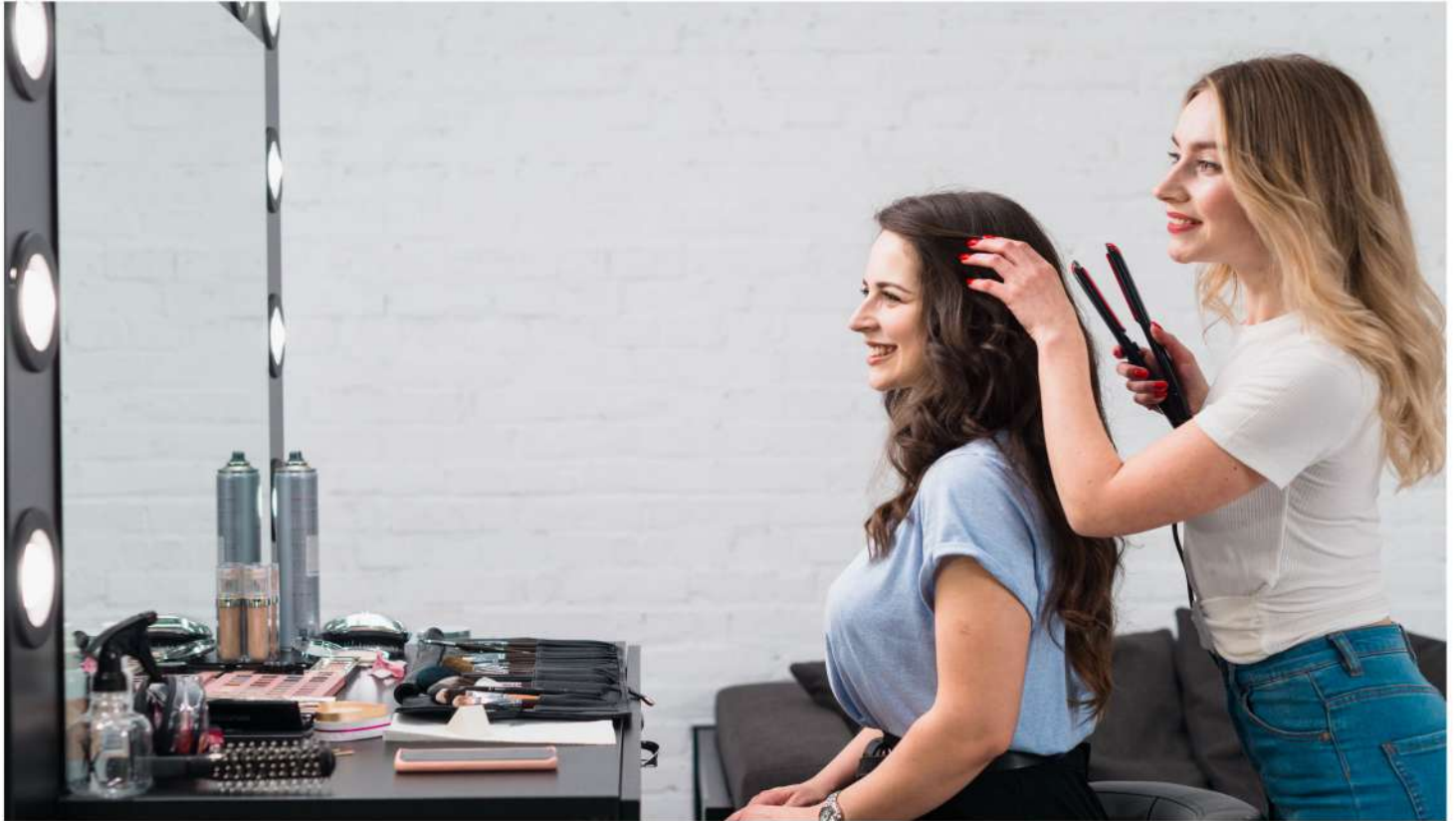
## Chapter 3. Concluding Remarks





## 1. Introduction

What do you think is the real game for Salon owners? In my opinion- to keep the Salon Fully Booked all the time! You might be getting a regular flow of customers; but, are they your regular customers? Chances are that this statement has made you think twice! The efforts to secure new leads and engage existing customers, both demand different strategies. Are you following so? Are your stylists able to give the best experience to customers?



For keeping the game up and flowing well, it is a must to give your customers the services they expect from your Salon. I call it a ground rule to stay competitive in the beauty and wellness industry. The statistics say an increase of 5% in customer retention improves the profit rate from 25% to 95%. In all, 65% of business for a company is because of the higher retention rate. And, it is said by 89% of industries that satisfactory customer service is the prime factor for customer engagement.

From these figures, one thing is evident to increase the return client ratio at your spa & salon and make them loyal, you need to prioritize giving the best service. Certainly, I understand your pressure, hence, I come up with the best tips that require your immediate consideration.

## 2. Tried and Tested Strategies

When thinking of upgrading the business, or implementing the new tips in your beauty business, firstly, Research. Find out what others in this industry are following that are keeping their brand stable for long. Thinking so, I have researched and found out the process, the tools, stylist, and tactics they are following require me to cheer. In all, these factors collectively can give you the ray of shine to keep your Salon Fully Booked all the time. Read on to know how these are helpful and how to implement them.

### 2.1 Customers should get service from suitable stylists



When the customer visits your Salon for the first time, they do not have an idea of which stylist to choose to get service. It is you who is liable to show them the right path. Giving them the desired services from the best and most skilled staff overwhelms them. Of course, they will likely choose you for future services.



## 2.2 Greet the customer rightly when they arrive



In addition to keeping the Salon clean and hygienic, it is essential that your staff is welcoming them properly. The receptionist must greet them at the door when they visit. Make your staff understand to not remain on the phone as it can make the customer irritated. They need to know the front desk is the point of communication for customers. One needs to be there all the time to handle calls, interact, solve customers' queries, etc.

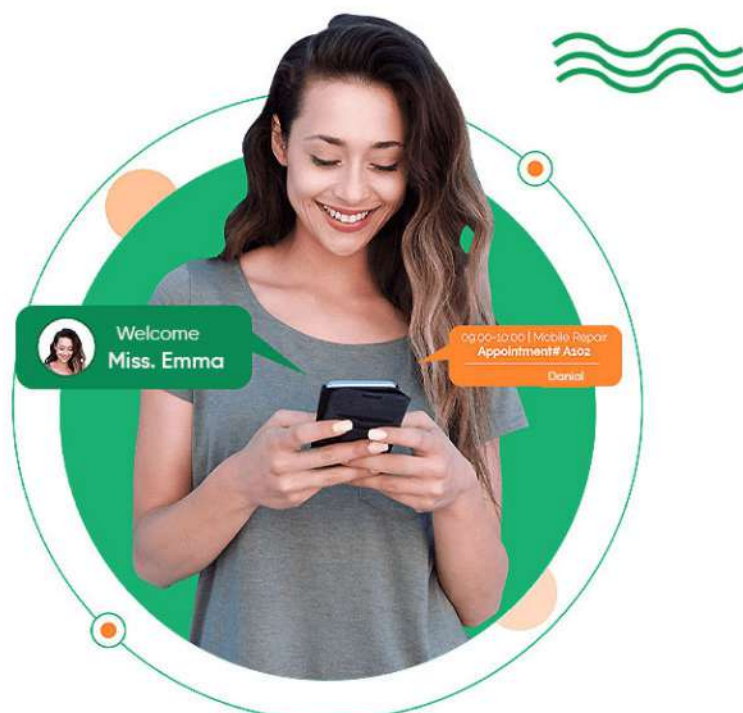
## 2.3 Choose the Best Salon Booking System

Truth to tell- if your workplace is not digital then, your salon business is definitely lacking. How are you handling appointments, inventory, sales, etc? Manually? Dear Folks! if you are doing so then, transform your business handling process! I have seen many organizations failing miserably in handling their activities in manual ways. Particularly, when it comes to an easy appointment booking process, choose the best salon booking system. It is nothing but the software that handles the appointments in an automated and smart way.



Using it, the Salon owners can permit their customers to book their appointments online conveniently. By choosing so, they can book, rebook or cancel their booking with your salon's stylists. However, the customers can check their availability and according to their schedule, they can book seamlessly. In addition, the staff members can also give their confirmation or rejection after checking their schedule.

## 2.4 Reminder and Notification System





How are you notifying the customers of recent offers, discounts, etc? Calling? Do you find this approach helpful and profitable? For me, it is not only time-consuming but also cannot ensure if the customers are compelled enough. From the Salon software, handle these tasks with ease. To keep the online booking system for salons at bay, send the notifications to customers prior to their booking so that they should show up on time and not miss their appointments. Also, salon businesses can alert them of pending payments, upcoming offers, deals, discounts, etc. Choosing the software solution is a win-win!

## 2.5 Find out who is revisiting and who is not

First thing first, you need to find out which of your existing customers are coming back and which are not. As a Salon business owner, you need to prioritize this step. Start working on implementing the ways to reconnect with them again before they will approach another Salon for further services.

## 2.6 Send personalized Gift cards



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## 2.7 Give rewards to existing customers



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## 3. Concluding Remarks

A regular customer flow is not confirmed till your customer engagement strategies are not compelling. Connecting with them, giving the best services, solving their queries, etc. are all required. If you want to remain the best and keep your Salon Fully Booked, then, follow this guide! Don't forget to use the Salon software to remain in the good books of your customers. If you are looking for one that fits perfectly in your Salon niche, give it a try to Salonist! It is a cloud-based management software that holds all the features that beauty businesses of every size will require. Try it for 14-day free trial!

Thanks for reading!!!