

Case Studies

Sector: Salon and Spa



Audit Scope, Objective & Details



Objective: A spa and salon chain wanted to its check customer service experience across various parameters w.r.t. industry benchmarks.

Audit Areas

- **Pre Visit Interaction:** Telephonic enquiry and appointment booking
- **Outlet Ambience (Exterior/Interior):** The overall hygiene and cleanliness of the outlet
- **Staff Grooming and Interaction:** To check the staff behavior, courtesy and grooming
- **Services Experience:** To check quality of services like facial, haircut, pedicure etc.
- **Process Adherence**
 - Need Analysis
 - Objection Handling
 - Upselling/ cross selling
- **Promotions and Loyalty Cards:** To check if staff is proactively promoting salons loyalty cards
- **Billing:** To check the billing process
- **Closing and Follow Up**

Audit Details

- Total Number of audits : **80**
- Walk-Ins per salon/spa: **2**

Shopper Profile

Shopper were selected based on client specifications:

- **Income:** Rs 10 lacs & above
- **Gender:** Mix of men & women
- **Age:** 25-60 years old

Our Approach



- 1** **redquanta** studied the parameters and designed the following process for the shopper:
1. Visit the spa/ salon
 2. Interact with the staff and enquire about various services
 3. Raise objections/queries to the sales staff and check the upselling
 4. Check the service delivery
 5. Check for follow-ups after the visit



- 2** **redquanta** prepared a detailed questionnaire focussing on the key areas to be measured during the audits

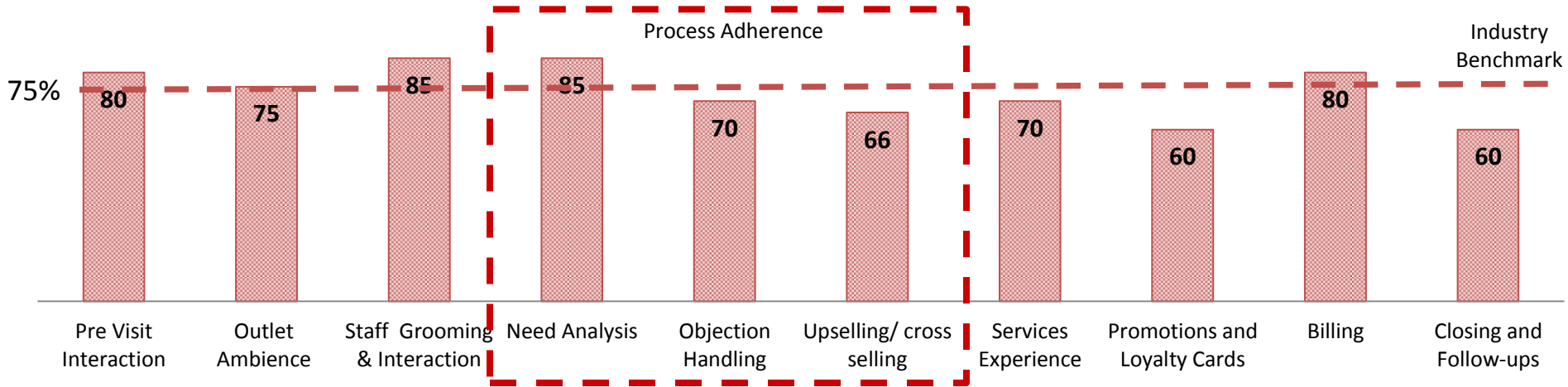


- 4** **redquanta's** team delivered the following:
- Weekly Status Reports
 - Cumulative Result
 - Macro and Micro insights
 - Management Action Plan



- 3** Shoppers performed the audit and filled the online questionnaire within 24 hrs. of completion of the audits

Audit Results



Shopper Insights

“When asked about the products, the staff was not able to give me the reasons why is she using it. The sensitivity of my skin type was also not confirmed.”

“The staff was not completely aware of the benefits of the membership scheme. The staff member called his senior who briefed me about the same.”

Key Insights

- The outlet was not as clean as expected in many cases
- The staff was not able to explain the ingredients of the skin/hair creams and benefits of applying the same
- The staff was not recommending additional or related services in 44% of the cases
- The staff was not offering loyalty cards proactively to the shoppers
- Follow-up and reappointment was not done in many cases

Management Action & Results



Management Action

- A training plan was prepared for the frontline sales and service staff for:
 - Upselling and offering complementary services
 - Objection Handling
 - Promote the salon membership by loyalty cards
 - Better interaction and service
- A proper follow-up mechanism for the leads was also designed & implemented

Results

- 30% increase in overall satisfaction of the customers
- 12% increase in the average ticket size due to better upselling and offering complementary services
- 15% increase in the registrations for the loyalty cards

A word cloud featuring the phrase "Thank You" in various languages. The words are arranged in a roughly triangular shape, pointing to the right. The largest and most prominent text is "THANK YOU" in the center. Other visible words include:

- GRACIAS
- ARIGATO
- SHUKURIA
- JUSPAXAR
- DANKSCHEEN
- TASHAKKUR ATU
- YAQHANYELAY
- SUKSAMA
- EKKHMET
- TINGKI
- BĪYAN
- SHUKRIA
- GRAZIE
- MEHRBANI
- PALDIES
- KOMAPSUNNIDA
- MAJKE
- GOZAIMASHITA
- EPCCHARISTO
- BOLZIN
- MERCI