



A **Mindshare Technologies** case study

Immediate Service Recovery and Operational Training using Voice of the Customer Case Study #13 - Hair Salons

The Challenge:

Our client was unaware of multiple poor practices being employed by Hair Stylists.

The Client:

Multi-unit franchisee of largest U.S. Hair Salon Chain

Situation:

Individual service lapses were occurring. Management wanted a way to measure and monitor employee service delivery and to involve the customer in constructing better service.

Examples from verbatim voice customer recordings at the time of service:

*"When you are cutting my son's hair, **speak to him**, not just to me."*

*"The stylist blew the hair off of my neck **with her mouth**."*

*"Your stylist (Judy) has **bad breath**."*

*"My stylist **never recommends** any hair care products."*

Action:

1. Mindshare was installed to allow our client to get immediate daily input from their customers. The point-of-sale receipt for each haircut included a printed offer to call a toll-free number or visit a web site, and receive an incentive. Customers call the number, answer a few questions via the telephone keypad, and receive a redemption code good for the next service.
2. In addition to the quantitative response, each customer may also leave a verbatim voice recording of their feelings about the service received.
3. "Alert" reports are triggered immediately to management when customers give negative responses.
4. Management is able to use quantitative survey responses AND have stylists listen to their CUSTOMER'S OWN recorded voice to train them on appropriate practices.
5. Customers who give permission for a return call about the incident are called immediately.

Results:

Our client was able to make immediate changes to poor operational practices and was able to effect immediate service-lapse recovery by contacting the affected customers. In essence, we have **transformed our client's customers into performance coaches for front-line staff**. Profits and customer retention are increasing.

About Mindshare Technologies:

Mindshare's business monitoring tools help companies improve operational excellence and minimize customer attrition through personal customer involvement. Shortly after their service experience, customers respond to a brief survey using their touch-tone telephone or web interface. Mindshare's proprietary survey technology captures the voice of the customer in real-time and immediately transforms it into actionable intelligence through powerful and incisive enterprise reporting. Reports are updated immediately so that client management can incorporate customer insights directly into their operations. Mindshare serves clients in more than 25 industries, and collects surveys in 67 countries and in 14 languages for companies of all sizes. For more information visit www.mshare.net or contact us:

CONTACTS: Richard Hanks (801) 743-7580 rhanks@mshare.net
John Sperry (801) 743-7567 jsperry@mshare.net