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Case Study #9 - Hair Salons

Store Improvement (Product and Service)

The Challenge:

Improving Store Product and Service results, leading to improved profits and customer loyalty

The Client:

2,100 store U. S. Hair Salon Chain

Situation:

Our client wanted to improve profitability of her Hair Salons by improving service and product results as measured by her customers. The client believed that if a Customer Experience Measurement tool, like CONNECT™, was implemented, she could improve not only product and service, but also customer loyalty and repeat business.

Action:

Mindshare's CONNECT™ was installed to allow our client to get immediate daily input from their customers. The point-of-sale receipt for each customer includes a printed offer to call a toll-free number 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.

In addition to the quantitative response, each customer also may leave a verbatim voice recording of their feelings about the service received.

Specific attention was given to measuring three areas:

- 1) "Was the stylist focused on you?" (Service),
- 2) "Did you get the look you wanted?" (Product), and
- 3) Quantitative measurement of repeat business.

A baseline measurement was recorded. Then individual training and coaching sessions were held. Goals were set. Each month, management uses the month-end and week-end reports and spends the first week of the next month reviewing, training, and setting goals with front-line associates.

Results:

"Was the stylist focused on you?" (Service) "Excellent rating" jumped **from 53% to 64%** in three months

"Did you get the look you wanted?" (Product) jumped **from 52% to 60%** in three months

Customer Counts are up **from 12% to 34%**

Customer loyalty (as measured by longevity and repeat business) is up.

Revenues are up. Profits are up.

To quote from our clients: "This is a management tool to die for. We are able to evaluate people on the very thing they went to school for." "I keep setting new records every weekend." "A lot of my fellow franchisees had an abysmal month in February. We had an outrageous February." "My employees can not wait to get their Mindshare reports."

About us:

Mindshare CONNECT™ is a management tool that captures customers' experiences and perceptions continually on a **daily basis** and immediately transforms them into **actionable** customer intelligence. It was developed to fill the missing link in CRM efforts: **the actual customer experience**. Shortly after their service experience, customers respond to a short survey using their touch-tone telephone. Reports are updated immediately for client management to incorporate customer insights directly into their operations. (www.mshare.net)

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