8
WAYS
To Use
PHOREST
To Create A
MAGICAL
CLIENT
EXPERIENCE

Studies predict that by 2020 customer experience will overtake price and product / service as a key brand differentiator, so you can appreciate how crucial it is to have a clear customer service strategy in place.

Creating magical client experiences keeps clients coming back, spending more and generating tons of referrals. **Phorest Salon Software** helps you achieve this competitive advantage and helps you stand out while giving you more time to focus on making people look good and feel great.
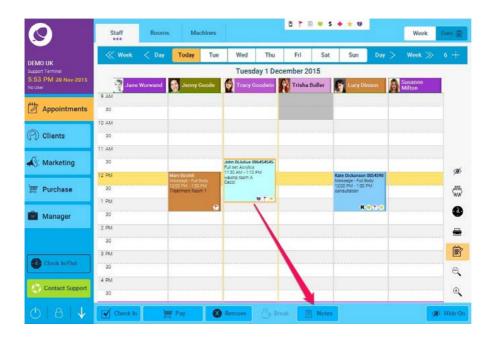
1

Enter more client notes

The more notes that your team enter in about their clients, the more customised the client experience will become. By "remembering" things about clients, you make them feel truly appreciated. Put in anything from how they like their tea, to their kids' names or even recent holidays. It's impressive when you can ask your client: "Did you enjoy Greece, Anne?" or "Would you like your usual latte with two sugars today?"
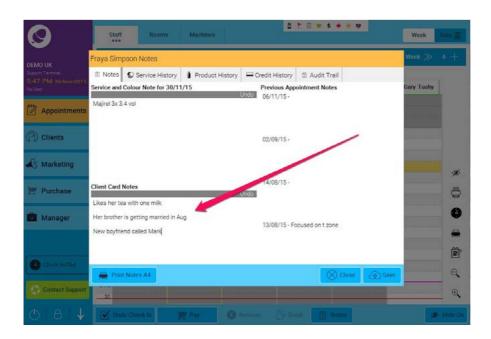
You enter client notes in Phorest from the Appointment screen:

Enter customer service notes about the client into the box that says **Client Card Notes**.
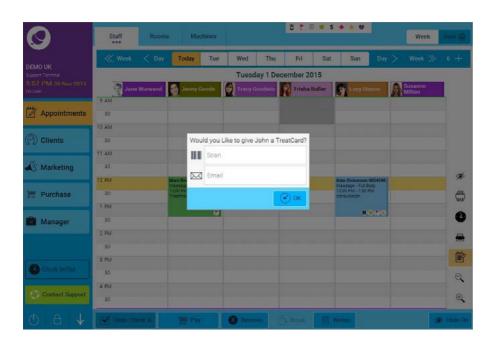
2

Collect more email addresses

In Phorest, we notice that salons that collect more email addresses score much higher retention rates. They are also more effective at converting new clients into true fans. Why is this? Because the more customised and pertinent your interactions are with clients, the more they remember you. And the more professional you appear.

And we are not talking about the general, impersonal email offers that go out to everyone, but specific things like; **appointment confirmations** with a map of where you are located, **emails with birthday gifts** arriving a few days in advance of their birthday, an **email asking for feedback** on their latest visit or an **email with some available appointment slots** that match what they usually book 6 weeks after their last visit.
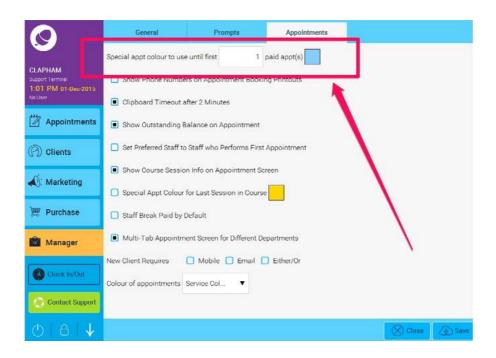
Phorest has lots of ways to help you collect more email addresses, here are three of the best:

A. Turn on **Email Receipts** so people give you their email address instead of taking a paper one

B. Collect Emails when you give clients their **TreatCard**

C. Use the **Smart Client Card app** for your tablet to let clients give you all their info (including their email address) directly into the software

3

Use the special appointment colour for new clients
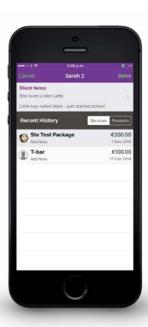
On your Phorest system, you can set a colour for new clients to be highlighted in light blue. This makes new clients who are visiting you for the first time stand out on the appointment screen. The biggest drop off in converting clients from new to regular is after their first visit. You are doing well if you get 50% of first visits to come again. Therefore it is vital that your team makes a strong first impression on those first time visitors.

4

Empower your Staff –
the Phorest Go mobile app

The more you empower your team to provide the kind of client experience they want to deliver, the more you will impress your clients and the more they will keep coming back.

A great way to do this is to put the power of Phorest into each of their pockets in the form of a mobile app. Staff can then quickly scan the notes of their next client while walking around the salon. And they can update notes much quicker and easier than having to go up to the front desk each time in a busy salon.

5

Empower your Clients –
Salon Branded App (with TreatCard)

Your clients want to be able to accomplish certain things there and then. These may be simple things like booking their next appointment or checking to see how many TreatPoints they have on their account.

By giving clients your own branded app, they can rebook an appointment with their favourite stylist or therapist in three taps at any time of the day or night without using up your receptionist's time. They can then give more attention to making the clients who are in the salon feel amazing.
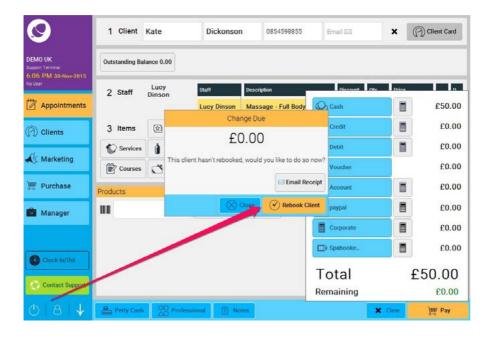
6

Re-book clients before they leave

Salons that ask clients to rebook before they leave are 70% more likely to have a higher client retention rate than those that don't. Not only that, you are actually doing your clients a favour by getting this task done before they leave and saving them the hassle of having to phone you in 6 weeks time. Phorest helps with this by placing a big orange rebook button after the client has finished paying for their appointment. Of course, the button only appears if the client hasn't already rebooked. The client will then receive a confirmation email and reminder SMS the day before their appointment.

Rebook from the payment screen

7

Reward your regular clients with surprise Treats.

The Phorest TreatCard program works by rewarding your regular clients with treats for services and products they have never experienced before. Not only is this a much more memorable reward than the usual loyalty card discount, but the software is setup to help the front desk surprise and delight clients with their reward before they expect it.

Client: "Can I book in for a Facial on the 23rd of September, please?"

Reception: "No problem I have a slot at 10am with Lucy. By the way, you are now entitled to a free Back and Shoulders Massage, would you like me to book that in for you on the same day?
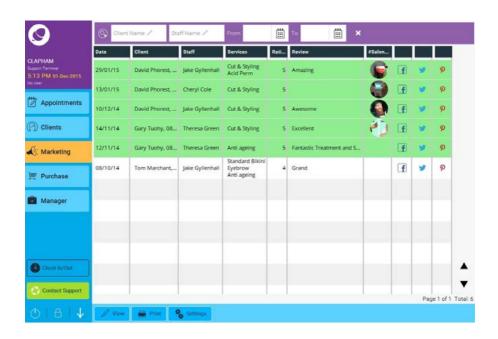
I am sure you can anticipate the word of mouth that will generate? Best of all, 90% of salons that implement the TreatCard program see an increase in their average prices even though they are giving away free Treats to clients!

8

Collect feedback from your clients so you know where to improve

Phorest lets you collect reviews and ratings straight from clients. Because we send out these requests by SMS, an incredible 30% of people leave feedback every day. This is a goldmine of suggestions and tips (straight from the horse's mouth, so to speak) to help you improve your experience for clients.

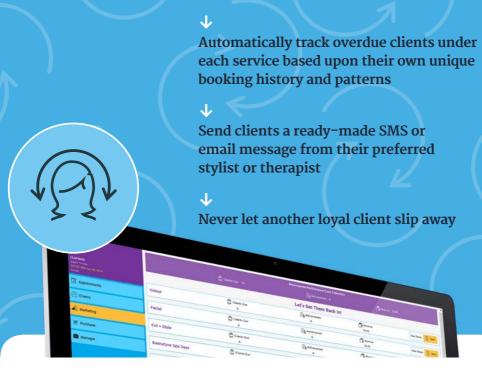| Date	Client	Staff	Services	Rati...	Review	#Salon...			
29/01/15	David Phorest, ...	Jake Gyllenhall	Cut & Styling Acid Perm	5	Amazing		f	y	p
13/01/15	David Phorest, ...	Cheryl Cole	Cut & Styling	5			f	y	p
10/12/14	David Phorest, ...	Jake Gyllenhall	Cut & Styling	5	Awesome		f	y	p
14/11/14	Gary Tuohy, 08...	Theresa Green	Cut & Styling	5	Excellent		f	y	p
12/11/14	Gary Tuohy, 08...	Theresa Green	Anti ageing	5	Fantastic Treatment and S...		f	y	p
08/10/14	Tom Marchant,...	Jake Gyllenhall	Standard Bikini Eyebrow Anti ageing	4	Grand		f	y	p

Of course, the reviews section does so much more as it gives you a clear idea of who in your team is delivering the best customer experience. You can then use that information to help train the rest of your team to deliver the same standard.

Client ReConnect

– a world first in client retention

↓

Automatically track overdue clients under each service based upon their own unique booking history and patterns

↓

Send clients a ready-made SMS or email message from their preferred stylist or therapist

↓

Never let another loyal client slip away

Ensure your clients remain **your clients!**

So these are a few ways for you to start providing a better client experience immediately using the tools you already have and know in your salon.

As always, if you need help with anything, we are here for you! If you would like to go through any of the above with the training team please contact them at
training@phorest.com
or call **UK: 0207 100 9290 / IRE: 01 8747800**
and for anything else give us a shout at
marketing@phorest.com

Enjoy!

Let's Grow!

www.phorest.com