



Customer Service Blueprint

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Covid-19 has rocked the world and will play huge part in how we go about operating our businesses from now on.

Here at MBA we have developed some materials in order to help you in adjusting to become Covid secure.

This is our own interpretation and may differ to other sources.

This is a simple but detailed guide on how to look after a customer throughout the salon journey and can be adjusted to suit your particular salon and the current scenario.

Any information highlighted in RED is *CRITICAL* information and which you must follow!

At MBA we encourage our students to ensure they all deliver the same quality of service and can do this by following the same simple steps and procedures below.

Recommendations prior to re-opening

- Operate on an appointment only basis, temporarily to enable you to control the amount of people on the premises at any one time
- Implement a booking system where you can send consultation forms or questionnaires to your clients upon them booking
- Add an extra 10 minutes on to your services to enable you enough time to disinfect all tools and work spaces thoroughly
- Increase distancing between work stations and limit staffing numbers if the size of the salon does not allow for social distancing
- Limit or refuse use of any communal spaces such as the toilet or waiting area
- Ensure your clients arrive on time for their appointments and only enter your salon when you have prepared the work space as stated above.
- Request your clients to wear PPE (mask) where possible and if they cannot provide one you must provide one for them.
- Provide each customer with a fresh, clean and disinfected gown
- Provide hand sanitiser upon entry and exit of the salon in clearly labelled containers.
- Limit or discontinue facial services such as beard trims and shaves as face to face contact is not advised.
- Try to remain behind the customer as much as possible to limit face to face interaction.
- When not delivering a service remain 2 metres apart even when the government reduce this in the guidelines.
- Ensure the room is well ventilated and you regularly clean and steam all surfaces
- Thoroughly train any staff how to safely handle and dispose of contaminated laundry or instruments.
- Minimise contact points such as the till / reception area
- Introduce card or contactless payments or prepayments where possible
- Try to digitalise all activity with staff member such as holiday requests, meetings and appraisals where possible
- Do not offer refreshments or magazines and actively encourage less contact with surfaces
- Always deep clean the salon at the end of the day and use the correct forms of disinfectant

Warm Welcome

- Greet all guests with a smile and a warm hello.
- Engage waiting customers with conversation
- Invite client over to your chair / into salon when ready

Preparing client

- Minimise use of neck wraps or cutting collars
- Use fresh, disinfected gown for each customer
- Wash hair thoroughly if possible
- Work as much of the service wet as possible and minimise use of hairdryer.

Prepare tools

- Remove all excess hair from clippers using brush or air shot
- *Disinfect tools* using correct disinfectant such as *Clippercide*
- Oil tools as suitable
- *Remove combs from Barbicide* and dry
- Have multiple sets of equipment on rotation in order to be able to work effectively

PPE

- Ensure all staff and clients wear masks at all times
- Wear a visor and mask when ever offering any facial services
- Wear gloves where ordinarily necessary and wash hand more frequently.
Wash hands is safer than using gloves!
-

General staff etiquette

- Always be punctual
- Build friendships with each others and clients
- Ensure client is satisfied at all times
- Share all collective duties
- Promote each other (the client /customer is a salon guest, lets keep them at all times)
- Talk to each other interact with each others clients but remain professional
- If your not busy offering a service, clean!
- Support each other, help each other
- All Bags to be kept out of sight/ in locker
- Keep fire exits clear at all times
- No Food or drink on shop floor
- No Chewing gum

Consultation & Service 33%

This is **33%** of the *Overall service*, make sure you give the consultation the respect it deserves and get as much information from your client as possible. Translate your ideas and recommendations in easy to understand wording. Get the consultation right and you can't go wrong.

- Establish a welcoming atmosphere
- Seek customer's name at first opportunity
- Offer additional refreshments
- Ask *open questions* regarding desired haircut
- Assess hair texture and density, hair growth patterns and head shape
- Discuss lifestyle, routine and job
- Be honest and open with client about can't's and can't's
- Make recommendations regarding changes and timelines to achieve desired product
- Always back your points with correct educational knowledge
- Once an end product is agreed begin the haircut.
- Constantly check that the haircut is meeting their requirements
- You are an artist, always keep your canvas clean!
- ALWAYS blow-dry your client's hair, offer them product
- During blow drying, offer advice on styling and maintenance.

- Blow-drying opens an opportunity for sales (5 points of sales – MBA Product sales course)
- *Sales = Commission!*

- Once the service is complete make sure your client is clean and no hair on collar, face, or neck.
- Offer to grab your client's coat

- *At the till... "Will you be needing any products today sir?" / "Will you be paying by cash or card sir?" / "are you on our loyalty program?" / can I give you a recommend a friend card?" / State price clearly - Take payment*
These questions lead into a potential sale or promotion

- *Would you like to book your next appointment?*
This question encourages your customer to book now

- Thank you sir, have a good day, hope to see you again soon!
- Clean section, *disinfect tools* and prep for next client.

Offering your client that 'bit more' to a service will increase returning custom, they will also spend more on services and products IF you sell them correctly.

Conversation 33%

During the visit to the salon it is *critical* that you engage in conversation which is *relevant to the customer and can lead into sales or promotion* (see page 6)

It is your job as a barber or stylist to develop trust and build a relationship with your client. In order to do this you need to be able to connect with that customer by using open ended questions which can lead into a conversation

Throughout the haircut *make conversation* and learn about your customer, find what '*makes them tick*' and engage with that as this will encourage your customer to relax and engage with you.

Some open ended starter questions you can ask include;

"What are you up to today sir?"

"Have you been to us before?"

"Where do you normally go for a haircut?"

"What made you fancy a change from your regular barber?"

"How did you hear about us?"

"Have you been busy today?"

These questions prompt an answer from your customer and encourages conversation. Once the conversation starts flowing, it becomes very natural and a barber-client relationship can start to build.

All conversation must be positive. Negativity will not be accepted!

Product sales and Promotion 33%

Selling products, upselling to additional services and promoting new services is a key part to your job as a barber or stylist.

SELLING PRODUCTS WILL BE FANTASTIC WAY TO RECOVER ANY LOST REVENUE THROUGH EXTENDED TIME SLOTS OR REDUCED STAFFING LEVELS!

This does not need to be 'PUSHY' or a HARD SALE!

WE SELL WITH EDUCATION!

In your **consultation** and **conversation** you should of established a number of key selling or promotion points such as;

- Previous haircut - Was this executed well to suit hair growth patterns and lifestyle?
- Desired Style - Do you need to set up a haircut plan to achieve the desired end product
- Current lifestyle - Do they have enough time to replicate the style at home?
- Current styling routine - Do they do what is needed to achieve this at home?
- Current products used- Do they have the correct products?
- Was your client a walk in? - Do they no about the appointment system?
- Do they know that you can book block appointments or book online?
- Do they work Sundays?, No? - Do they know you open Sundays?
- What time do they finish work... 5pm - Do they know you are open until 8pm?
- Do they know about an offer you current have running or a competition?
- Do they know about your recommend a friend scheme or loyalty scheme?

Etc etc?

There is always something to be able to promote to your client, you just have to find the right thing to promote!

This may be a product, styling tool, service or a scheme you offer!

There are 3 main ways to make more money from individual clients.

- Increase cost of service or sales
- Get them to purchase additional services or products
- Get the come back more often (Rebook sooner)

Lets talk timings and figures

All hair services should be performed in a efficient and an appropriate time frame. In your training you should learn how to perform a service within a certain pre-established time limit and this is why... **DUE TO COVID THIS IS MORE IMPORATNT THAN EVER BEFORE!**

If you work 8 hours per day on the shop floor (deducted of 1 hour lunch) and you are expected to do a haircut in 30 minutes* and you haircut cost is £15.

Your total for the day should (with no upsell or product sales) be £240

HOWEVER ...

If you are not time efficient and run over by 6 minutes each cut. You essentially accumulate **96 minutes of time wastage** throughout the day... which is **OVER 3 HAIRCUTS = £45 LOSS**

So you could make less money, you could frustrate your customers and you will have to work longer to accommodate for your tardiness.

With this all being said, we do not want to rush haircuts as this will sacrifice quality and consistency and a lack of consistency will kill your business!

If a customer visits every **4 weeks** at **£15** per visit their annual **financial value** with be **£195 (13 visits)**

If you can **rebook them one week sooner** they will visit **17 times per year** and will be worth **£255 (£60 increase)**

If they are a **biweekly customer** their value will be **£390**

IT LITERALLY PAYS TO GET THE CLIENT IN SOONER!

Imagine you do this for all of your customers because you have been able to advise them to do this **£££**

Furthermore if you can encourage them to **recommend a friend (possibly through a recommend a friend scheme - short term loss for long term gain)** The customer has instantly doubled their value to you!

But remember if that customer generates **£780** in income for you - **TREAT THEM LIKE IT!**

ARE YOUR PRICES CORRECT... CHECK OUT OUR PRICING & TARGETING SYSTEM!
WWW.MOBILEBARBERINGACADEMY.CO.UK/PTS

This **Customer Service Blueprint** is designed a general guide for salon owners to be able to adapt in their salons. The MBA thrives to be able to support salon owners and professional barbers an stylists with continued educational support via course and digital resources.

We deliver **tailored courses** throughout the UK in our own training centre, in-salon and in designated **ALAN HOWARD STORES**

Courses

We offer a range of courses which are stated below;

- Introduction to traditional barbering
- Advanced Fade Master
- Artistic Pattern Master
- Mens Scissor Cutting / Advanced Mens Hairdressing
- Afro Caribbean
- Hot Towel Shaving
- Beard shaping and Skin care
- Product sales
- Self Promotion, presentation and customer service
- Business development and growth program
- Social Media Marketing for salons
- MBA Business Consultancy

Course costs

In salon course (up to 8 people MAX)

£540 for 1 day

£810 for 2 days

Training centre courses

£150pp

Alan Howard courses - www.alanhoward.co.uk

£205pp inc VAT

We would like to offer **EVERYONE** who received this document a **discount** on our **in-salon courses** and programs which can help develop a team or individual

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