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Modernize your
Brand—and Fill Your
Appointment Book
with Online Booking

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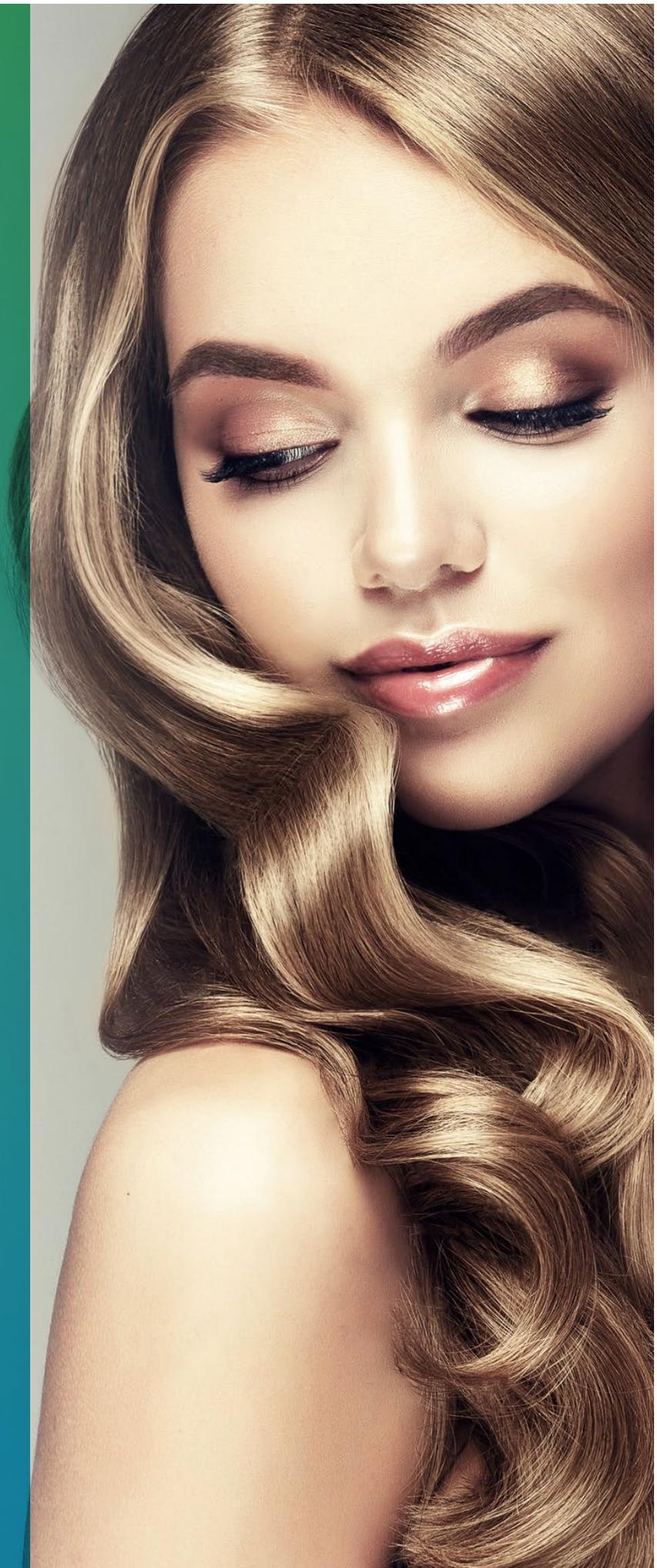




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MODERNIZE YOUR BRAND— AND FILL YOUR APPOINTMENT BOOK WITH ONLINE BOOKING



76%

NPR found that
76% of US consumers
shop online

Most of us don't think twice anymore about doing something online. From ordering coffee to depositing checks, the impact of mobile devices on our lives has become so ingrained and seamless that we barely give a thought to taking out our phones to get something done.

And whether it's booking a trip through Expedia™, making a dinner reservation through Open Table™, or getting an appointment with a doctor through Zoomcare,™ making appointments and reservations is one of the most common things we use websites and phones to do.

So why is it that so many salons and spas still prefer to utilize in-person consultations and the good old telephone to drive their business?

For some, it's an issue of the type of business they prefer to run. In an industry that is highly relational and extremely personal, many managers and owners prefer to create an immediate connection with their new customer by learning about them and the treatment they're looking to receive. This connection can drive personalization and familiarity, and over time create loyalty and advocacy.

For others, it's an issue of finding the time to adopt the technology. With so many things to do in the salon from ordering inventory to scheduling staff, it's enough just to maintain a website and ensure your Yelp reviews are positive. It often feels impossible to implement (and justify the cost of) tools for online booking, scheduling, and check-in.

And finally, for some it's about their brand. When you're creating a luxury experience for your customers, the impersonal nature of the website or a mobile application may feel clinical and cold—like making a doctor's appointment. Instead, some salons want you to experience their brand from the very beginning in person — not through the internet.

The good news is that leveraging an online solution doesn't have to be in conflict with any of these reasons! In fact, today's online solutions can actually help you enhance your relationship with your customers. They're fast and easy to adopt. And they can actually help modernize your brand and help it stay relevant in a sea of choices. Let's see how.



56%

56% shopped on
their mobile device



58%

of those guests continue to use the same booking method going forward

Anywhere. Anytime. Any Device.

In today's digital age, it's easier than ever to live in the moment. It wasn't that long ago when the thought occurred to you that you needed to make that hair or massage or nail appointment, you'd write yourself a reminder, look up the number when you got home, see if the business was even open when you wanted to call, and then called.

Sometimes you got through, sometimes the phone kept ringing. Sometimes you got put on hold, and sometimes the time and stylist or therapist you wanted to book with was available when you were. That was life.

But not anymore! Today's consumers live online. They order clothes and toilet paper with a touch of a button rather than waiting for the weekend to go to the supermarket. They order their coffee in the car and find it waiting for them when they walk in the shop. And when inspiration strikes, they'll book that trip with their friends while they're sitting at a restaurant table, not the following week when they visit the travel agent.

So it stands to reason that your customers have the same expectations for your spa and salon as well. They want to book when they're sitting at dinner or in line at the supermarket and remember they need to get into their favorite stylist or therapist for a color treatment or massage. They want to book when they remember that they need a haircut, not when they can get through to you during your business hours.

And they want to use the device that meets them in the moment—whether they're on their computer, on their mobile device, talking to their digital assistant while making dinner, or yes, when they pick up the phone to give you a call!



Customers who offer an online booking option not only see more appointments booked by their guests, they also see increases in loyalty, reviews, and ecommerce sales as well. It eliminates friction and meets your customer in their moment.



Sudheer Koneru
CEO, Zenoti



29%

Among our customers that offer the ability to book online, 29% of bookings are new guests

Establish your brand from the start

You've had the idea for your business, and the brand you wanted to create, for a long time. And you're now able to realize your vision for the experience you want to create for your guests; the tone, style, and products that are a reflection of your business identity; and the type of clientele you're looking to attract. That's your brand, and you've spent a lot of time, effort, and money making it come to life.

And while some salon and spa owners are leery of how online reviews and impersonal websites can impact the image and feeling they've created, the reality is that no business actually controls its brand image anymore—customers do.

Whether it's the reviews posted on Yelp™ and Google™ that relate the customer experience in the salon and spa, to the ease of doing business with you, your brand is no longer confined to what happens during the appointment. Indeed, it starts when a prospective customer asks a friend or goes online to do a search for the type of service you provide. That's where your brand starts.

And leaving aside the work of making sure prospective guests can find your brand, what happens next is even more important. When they read reviews, do they find that it was easy to do business with you, or did they have to wait for someone to pick up the phone? Were they able to find the appointment time and specific treatment they were looking for, or did they have to compromise? And how difficult or easy was that process?

It's fair to say that creating a great experience for your new guests can help you establish your brand and help you stick out from the competition right from the start. So don't skimp on your online presence—it's not taking away from the brand you've created, it's ensuring that your brand lives up to the expectations of the customers you're looking to attract to it.





38%

of bookings are same-day appointments

Any type of booking can be an online booking

Some salon owners object to implementing an online booking solution because there's a lot of complexity and sophistication to the types of appointments that their guests want to make.

For instance, many salons and spas offer memberships and loyalty programs to ensure repeat visits and recurring revenue. Some appointment setting tools don't take that into account, which puts more strain on the front-desk staff to circle back and ensure that the membership package and loyalty credits are accounted for.

Additionally, some appointment tools can only handle one person booking at a time. But what about for a group of two wanting to get their nails done, or 20 people in town for the weekend who all want to get massages? Many salons and spas don't trust booking software and instead rely on the front desk to handle group appointments.

How about customizing the type of appointment you want? It's true that most desktop tools treat all appointments alike, and it's only the knowledge of the owner or the experienced front desk staff who will know that a particular type of appointment takes 30 minutes longer, or that because of the wait time of a color treatment that a double booking is required.

And finally, the follow-up. It's not only important that the appointment gets made, but that it gets confirmed and the guest shows up! Even with some booking tools today, it still falls to the front desk to follow-up with a phone call to ensure the guest is still planning to show-up.

The good news is that there are tools that manage each one of these scenarios for your business available to you today!

Tools that:

- Know your guests who are booking online and record their loyalty number or ask if they are using one of their membership visits
- Can handle appointments for a single guest or huge groups
- Follow-up with your guest to ensure they're on their way
- Match up the treatment, the provider, and the timeslots available on your calendar to ensure that the guest arrives ready for a great experience
- Provide the business owner with the benefit of knowing what services have been offered, how your staff is being utilized, and where you have openings to accommodate walk-ins and other new clients.



Grow your revenue

While you no doubt got into business to help people feel good about themselves so they can go out and do great things, at the end of the day, you're still running a business. And your ability to continue to help people feel good is highly dependent on those people coming back to your salon and spa again and again, and referring others.

And therein lies the power of a great online booking tool. It not only enhances your brand and provides a great guest experience, but it helps you grow your revenue as well. And the behavior of online bookers proves it out.

More visits. More products sold.

Guests who book online come back to your business more frequently—an extra visit, on average. Multiple that by your customer base today! They buy product online, as well.

One salon reported an increase of 10% in product revenue by matching up the products the customer was going to be using at their appointment with their booking, adding those products to their online cart when the appointment was made rather than at check-out!

And online booking software isn't only for your customers. A digital solution for your stylists, therapists, and providers allows them to add products to the customer appointment at the touch of a button and in the moment, making sales more fluid and natural. That's more commissions for your staff, and more revenue for you!

Fewer no-shows and fuller appointment books

Not only do customers who book online spend more and come to your business more frequently, they have a higher rate of showing up for their appointments as well. And with the ability to customize the treatment, provider, and time slot available for your guest, your appointment book will have fewer gaps in it, which lessens the strain on you and your team to rely on walk-ins and to find new customers.

Your appointment book gets optimized, which means your staff utilization is optimized as well. And that's not only great for your top line and your revenue, but also for your bottom line and your profits.

A better brand and guest experience

On top of the financial benefits, online booking software also provides a great experience for your guests. Studies have shown that 70% of guests prefer to book online, and that while many salons and spas receive 20-25% of their bookings online today, by implementing a modern online booking tool, that number can jump up to 60%.

That means less work for your front-desk staff manning calls and finding appointment slots, and more time for them to spend with customers as they arrive and depart your business.

Online booking for the win

On the surface it's easy to see why having a great online booking tool is so fundamental to the success of salons and spas today. But we appreciate that it can seem daunting and difficult to know where to begin. The good news is that with the tools available today, you can literally be up and running with a modern, sleek, solution in just days, which will start paying off for your brand, and for your business, almost immediately!

Meet your customers in the moment and provide the great experience that they expect. See how easy it is to integrate online booking solutions into your salon workflow — contact Zenoti for a demo of our salon-specific online booking tools.

About Zenoti

Zenoti is the most advanced cloud-based, business software for spas, salons, and medi-spas. Trusted by 5000+ spas and salons across the world.

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