



Coming Out Stronger

Your Guide to Reopening Post COVID-19



Introduction

You've been through quite the whirlwind. Temporarily closing your doors meant canceling scheduled appointments, developing new strategies for driving revenue, creatively engaging guests online, and so much more – often without the advantage of in-depth planning. Now your business is entering a new phase of the COVID-19 crisis and, while you may not know when you will reopen, you benefit from the ability to create a reopening plan.

This guide will help you develop a comprehensive plan and actionable steps to reopening in a post COVID-19 world. From protecting your employees to reengaging your customers, this guide offers everything you need to plan and execute a successful reopening. Plus, you'll find tips on tracking your reopening progress, and reevaluating your strategy.

Remember, Zenoti is here for you, every step of the way. Zenoti's comprehensive COVID-19 Resource Center will continue offering strategies for adapting to a post COVID-19 world, ensuring your business emerges from the crisis stronger. We also urge you to check OSHA and your local governments' guidelines to ensure your business meets post-COVID standards.

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Establish post-COVID objectives.

- Review past customer retention metrics
- Determine a post-COVID retention tracking system

Every good plan starts by setting clear objectives. When you begin creating your reopening plan, start by recapping the state of your business' customer-retention related metrics before COVID-19. Helpful metrics include customer satisfaction scores and average number of clients per location.

Reviewing pre-COVID retention metrics ensure you set achievable recovery targets, including recuperating a certain percentage of returning customers within a certain timeframe. Additionally, establishing a clear baseline using past metrics alerts you to potential problems in your reopening strategy. A drop in a metric like customer satisfaction score may indicate the need to revise your post-COVID approach. Determine a system to track and review customer retention reports regularly to ensure you catch any post-COVID declines, so you adapt quickly and effectively.

Remember:

- customer satisfaction scores
- average number of clients per location
- average number of return visits per location



Prepare your physical spaces.

Protecting your employees

- ❑ Fit personal protection equipment into your reopening plan
- ❑ Establish clear sanitation policies
- ❑ Train employees on new expectations

Your staff interact with multiple customers every day. To protect your employees and customers, establish how personal protection equipment fits into your reopening plan to maximize use and safety. While all your employees may wear masks and smocks, not all can wear gloves – in these cases, keep hand sanitizer nearby!

Ensuring your employees have easy and convenient access to hand sanitizers or handwashing stations encourages regular use – and eases customers' health and safety concerns. Remember to provide sanitation wipes for the personal technology your employees frequently touch, including smartphones, tablets, and smart watches. Visible in-store hand sanitizers and screens wipes send a clear message to your customers: your salon or spa sets high post-COVID cleanliness standards.

Establish clear post-COVID sanitation policies – from mask policies to handwashing procedures – and communicate them effectively. Put your plan into motion by training your employees via video conferencing prior to reopening. Send digital reminders through email in the days leading to reopening, and post laminated (and wipeable) guidelines in employee lounges.

The reopening essentials:

- ☑ Masks
- ☑ Face shields
- ☑ Gloves
- ☑ Aprons or smocks
- ☑ Hand sanitizers
- ☑ Hand soaps
- ☑ Paper towels
- ☑ Sanitation sprays and wipes for screens



Cleaning your physical spaces

- ❑ Create a meticulous list of areas to clean and required in-store adjustments
- ❑ Disinfect every room and surface
- ❑ Assign responsibilities to employees
- ❑ Display a “last cleaned” sign in relevant spaces

You don't have to be told – deep cleaning is essential. When you reopen your doors, your customers must notice that your salon or spa elevated cleanliness standards. Beyond making every surface spotless, consider changes to your salon or spa amenities. Eliminate self-service hospitality stations and move to single use cups or bottles for beverages. Remove magazines and books (unless indicated as display only), and offer curated reading materials – feature trends, blogs, or educational content – on your website. Your customers can access curated content from their mobile devices.

A plan is only as good as its implementation. Ensure you execute your sanitation plan effectively by making a meticulous list of rooms, equipment, supplies, etc. that must be cleaned. Decide whether or not restricting access to restrooms is right for your business – public restrooms pose significant sanitation concerns. Assign responsibilities to each employee, and follow-up with checks prior to reopening. Consider displaying a “last cleaned” sign that your employees sign, helping reassure your customers. Maintain high standards by developing and enforcing new sanitation policies – make sure all team members understand new expectations!

Ideas to consider:

- Capture the details in new sanitation policies, from wiping service room door knobs after each service to disinfecting salon chairs after each guest
- Provide checklists for employees to follow
- Create training videos and share via internal channels





Provide visual health and safety cues

- Position instructional signage asking guests to respect new guideline
- Train employees to compliment visual cues with verbal instructions

Plan on reassuring your anxious guests using visual cues that demonstrate your salon or spa's commitment to health and safety. Place signage on your door and in your reception area asking guests to respect social distancing guidelines. Position floor markings to indicate 6ft of separation where relevant. Set-up a "sanitation station" at your entrance.

Consider strategies that overtly communicate the strategies you're taking to keep employees and customers safe with instructional signage:

- Ask customers to check-in at kiosks, then sanitize their hands
- Inform customers they can check-in and check-out via your mobile app
- Communicate policy changes in payment and/or cash handling

Ensure your employees compliment instructional signage by preparing them to:

- Direct customers to self-scan retail items using scanners facing them
- Ensure credit card processing machines are customer facing
- Sanitize check-out equipment between client use

Questions to consider:

- Will you enforce a no contact payment policy? How?
- How will you train employees to inform customers about touchless payment options?
- Will your business continue to accept retail returns or exchanges? Or will all retail sales be final?
- How will you motivate customers to respect social distancing?



Review your inventory needs

- Complete a physical count of existing inventory
- Adjust vendor orders to new service expectations

Prior to reopening, conduct a complete physical count of your inventory. Based on your review, prepare vendor orders based on new and adjusted expectations resulting from reductions in service capacity due to social distancing guidelines. For example, in the weeks and months following reopening, you may need to maintain social distancing by only filling every other seat in your salon. Ensure you take these new post-COVID measures into consideration when preparing inventory and vendor orders.

Did you know?

Zenoti's Shopify Integration allows you to easily sell products online, helping you serve your customers while reducing unnecessary in-store visits. Find out more [here](#).



Organize (and leverage) your digital presence

Modify your scheduling

- ❑ Adjust opening hours online
- ❑ Stagger employee schedules and/or customer booking as appropriate
- ❑ Align automated booking rules to new schedules
- ❑ Communicate schedule changes to employees and customers

Reopening post-COVID may require changes to your opening hours, modifications to employee scheduling practices, and adjustments to customer booking policies. Consider the following questions:

- Will you need to extend hours to accommodate an influx of business?
- Will you need to reduce schedules due to available equipment reductions?
- How will you ensure employees have adequate time for increased sanitation measures between appointments?
- Will you continue to allow double-booking? Will you continue designating processing time for color services as bookable time?
- Will you allow “couple services” in the short-term?

When forming your reopening plan, gauge time possibilities by involving your employees. Hold virtual

meetings or ask for input on new challenges. Prior to reopening, communicate any adjustments to your customers using email, text messages, and social media. Letting your customers know the reason for your changes demonstrates your commitment to health and safety, reassuring post-COVID anxieties.

Remember:

- Update opening hours on Google and your website
- Using Zenoti’s Booking Wizard? Adjust automated scheduling rules as applicable.

Quick tip:

Zenoti makes staggering appointment times for providers simple! Learn how to set-up booking intervals for your providers [here](#).





Update your website for reopening

- ❑ Adjust your COVID-19 webpage and announcement banner
- ❑ Decide to continue, discontinue, or modify promotions
- ❑ Communicate your salon or spa's commitment to health and safety

Did you announce your temporary closure on your website? Did you announce special promotions to drive revenue during closure? Ensure you update your website with the date of your reopening.

Discontinue special promotions with dated language and consider modifications incentivizing visits when you reopen. Prior to announcing your reopening, re-enable your online booking.

Your reopening update should communicate your salon or spa's commitment to health and safety. You may want to designate a COVID-19 communication page and include information on:

- Reassurances on your long-standing commitment to cleanliness
- Added policies to keep employees and customers safe
- New expectations for customer visits (using Zenoti Connect? Let guests know!)

Zenoti Connect offers an ideal solution for maintaining social distancing through **two-way texting**. Read on and discover more.

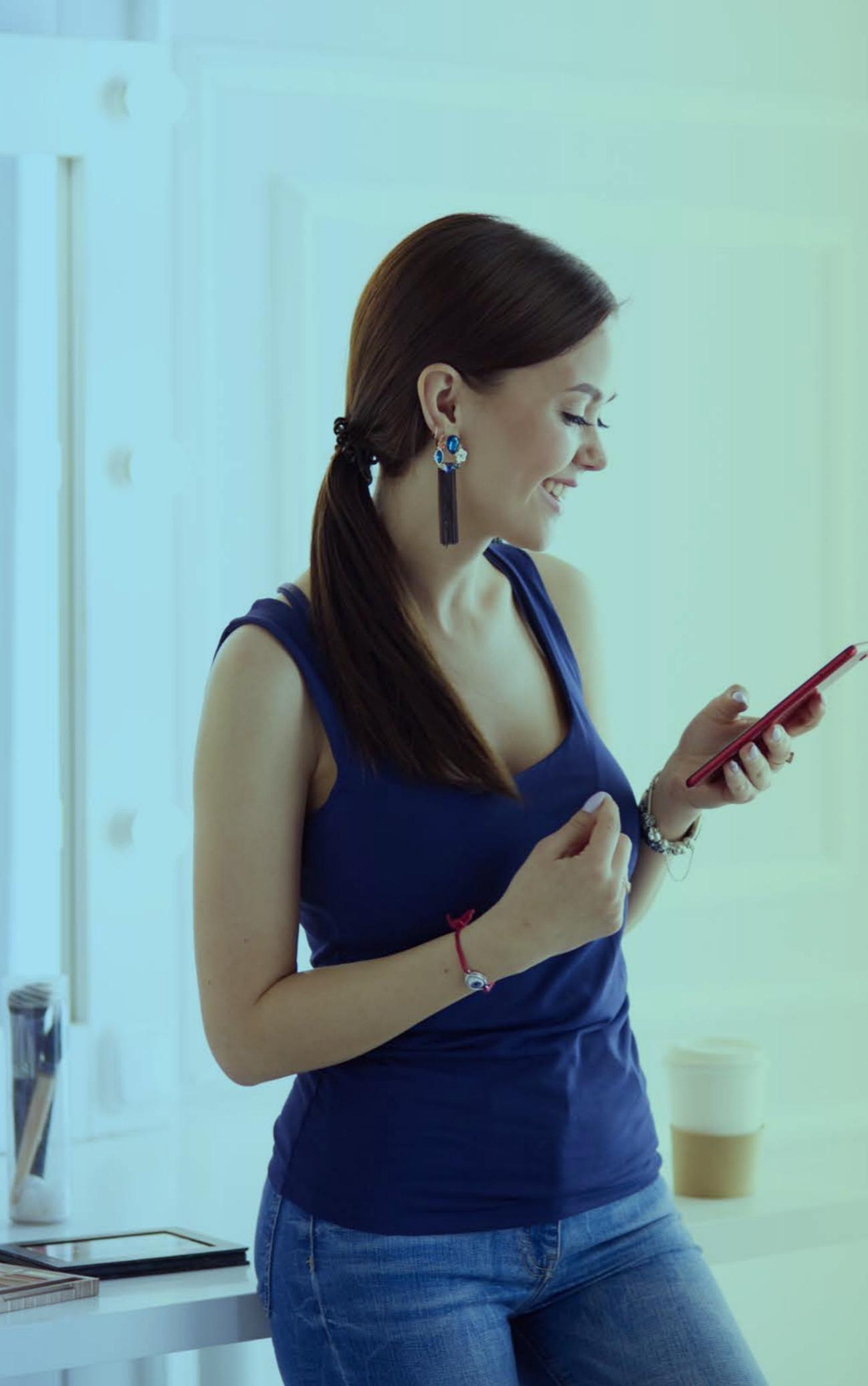
Adopt(or streamline) your customer-facing mobile app

- ❑ Offer customers convenient booking and rebooking experiences
- ❑ Add touchless options to customers' check-in and check-out experiences
- ❑ Train employees on mobile app features and benefits
- ❑ Share mobile app information and download links to customers

Get the most out of your branded mobile app by offering customers **touchless options** during booking, check-in, and payment. Prior to reopening, enable geo-fencing capabilities and allow your customers to check-in automatically on arrival – no interaction with front desk staff necessary. Upgrading to autopay (via Zenoti Go) ensures Uber-like convenience for customers, no unnecessary post-service waiting required.

Any mobile app feature updates requires employee training. Instruct your employees to inform customers of your mobile app's health and safety benefits before you reopen. During the weeks before reopening, share the benefits of your mobile app and download links with customers via email, SMS, and social media. Alert customers to download your mobile app along with online booking confirmation.

Zenoti Smart Marketing makes marketing campaigns simple with predefined templates, while Zenoti Go offers the opportunity for touchless experiences via **your guests' personal mobile devices**.



Eliminate shared devices via an employee-facing mobile app

- ❑ Add geo-fence capabilities for automatic check-in and out for shifts
- ❑ Instruct employees on mobile app features and benefits
- ❑ Train employees on elevating customer experiences commitment to health and safety

Adopting ***an employee app*** may offer the solutions you need for post-COVID challenges. Your salon or spa can reduce heavy reliance on shared computer equipment in favor of personal mobile devices. Allow employees to view schedules, performance metrics, and client history and forms from their trusted mobile devices. If your salon or spa already benefits from an employee app, consider turning-on geo-fencing capabilities to allow staff to automatically check-in and out for shifts.

Prior to reopening, ensure your employees understand the benefits and features of their mobile app. Train employees on how their app seamlessly blends with your customer mobile app to produce elevated experiences that maintains social distancing and eliminates commonly touched surfaces.

Train your employees to...

- Start and complete services
- Add products or service upgrades to invoices
- Message customers via Zenoti Connect

...using their trusted mobile app.



Reduce commonly touched surfaces and maintain social distancing with digital solutions

- ❑ Switch from paper to digital forms
- ❑ Offer customers SMS communication options
- ❑ Revamp your online booking and retail store

Your reopening strategy should include plans to reduce commonly touched surfaces when possible. Switching from ***paper forms to digital forms*** eliminates the needs for frequently touched clipboards and pens. Your customers complete their digital forms from their trusted mobile devices, while your providers review forms prior to appointments.

Before you reopen, automate your digital forms to send with appointment confirmations and train employees to send reminders via Zenoti Connect. Learn more [**here**](#).

Quick Tip:

Consider tracking customers' recent and current health status via a digital form questionnaire sent to customers upon booking. Add a declaration to contact customers in case of possible exposure to COVID-19. Zenoti makes ***automating sends*** easy!



The need to maintain social distancing doesn't have to complicate your reopening strategy. Consider using SMS communication options to support customer-employee interaction. Two-way texting with ***Zenoti Connect*** allows your customers to message when they arrive and stay in their cars until the service provider is ready to start the appointment – no need for customers to wait in lounges!

During the weeks prior to reopening, ensure you:

- Train your employees on using Zenoti Connect and accessing the secure feature on their mobile version of Zenoti
- Promote the benefits of Zenoti Connect to your customers, include the message as part of your reopening announcement
- Enable auto-responses to support your post-COVID communication

Use Zenoti Connect auto-responses to communicate:

- Post-COVID safety steps and adjustments
- Customers' waiting options
- Modifications to your amenities

Revamping your online booking and retail store may improve social distancing efforts. If you have not done so already, consider enabling membership and gift card sales on your website before you reopen. Additionally, ensure you enable Shopify integration and replenish online retail items. These efforts help drive revenue, while also avoiding unnecessary visits to your salon.

Continue (or start) virtual offerings despite reopening:

- Hold virtual events, classes, and consultations to drive revenue while maintaining social distancing.
- Organize special group events to engage customers from the comfort of their homes.
- Offer "virtual gift bags" to guests by sending coupons and vouchers through email campaigns to your virtual event participants.

Develop a comprehensive marketing strategy

- ❑ Prioritize your target segments
- ❑ Develop special promotions or incentives for reopening
- ❑ Prepare email and SMS campaigns
- ❑ Review and update customer feedback asks

Start your post-COVID marketing strategy by prioritizing target segments. Begin with outreach efforts for:

- Customers who had appointments cancelled due temporary closures
- Top spenders and most frequent visitors
- Customers who are past-due or will be due for their regular services

After you create target segments, develop special promotions for reopening. Reassure customers with information on your post-COVID health and safety measures, then offer irresistible incentives to motivate them to book appointments during the first month of your reopening.

Consider strengthening existing loyalty and incentivizing regular visits by:

- Acknowledging and rewarding your loyal clients with special offers
- Launching a new loyalty program or re-promoting your existing loyalty program

Deliver your post-COVID reopening communications and promotions effectively through targeted email and SMS campaigns. Update emails and text messages to include relevant post-COVID communications.

During the weeks and days leading to your reopening:

- Announce relevant dates (online booking availability and reopening date) and any opening hour changes
- Provide heightened post-COVID health and safety measures via email and SMS
- Motivate customers to download your branded mobile app or use Zenoti Connect to maintain social distancing
- Add health and safety policy changes to reminder and confirmation emails

Maximize impact by sending automated email and SMS campaigns specialized to your target segments. Specialized messages include:

- Offering customers with canceled appointments rebooking priority
- Giving customers who purchased gift cards during temporary closures redemption priority
- Reassuring regular customers who have not booked appointments of your commitment to their wellbeing

Zenoti Smart Marketing makes target segmenting and sending automated campaigns simple. Pre-designed post-COVID templates are ready to customize and send. Prior to reopening, ensure you have sufficient emails and SMS credits to cover email and SMS campaigns.

Prepare to keep improving your post-COVID strategy after you reopen. Review and update how you ask customers for feedback on their service experiences.

- Update your automated “Thank You” email and SMS templates to include an ask for customers to help you keep improving via ratings based on post-COVID expectations.
- Ensure you change your feedback tags to include “sanitation.”
- Remember to encourage clients to support your business with social reviews!

Consider asking these feedback questions:

- How would you rate our social distancing efforts?
- How clean did you find our center during your visit?
- Did you see any areas for improvement during your visit today?



Engage meaningfully on social media

- ❑ Promote your reopening date and information
- ❑ Display your new health and safety standards
- ❑ Showcase your talent front and center

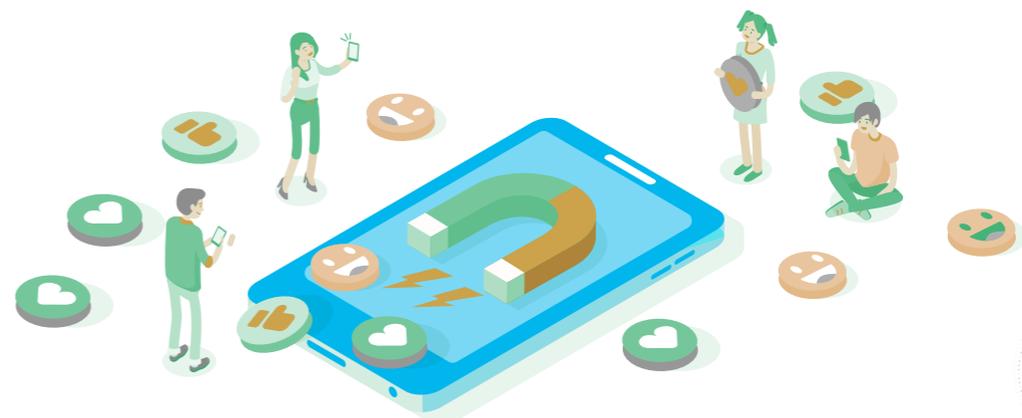
Have your reopening date confirmed? Celebrate it on social media! Here are a few fun ideas to promote your reopening date:

- Post a video of your staff announcing the reopening date - customers will be excited to see their favorite massage therapist or hair stylist!
- Start a “countdown to reopening” posting schedule - as each day gets closer to when your doors open again, do small giveaway contests to excite your customers.
- Do daily or weekly Instagram takeovers on your company account with your providers, having them share how they’re preparing for reopening!

As you approach reopening, get creative with how you share the new customer health and safety precautions at your business.

- Post a picture or story each day that shows the protective measures you’re taking - hand sanitizer by each styling station or your providers wearing masks.
- Post a video that gives a clear picture of the post-COVID customer experience at your business - from check-in to check-out.
- Ask your franchise or business owner to start an Instagram Live Q&A session, where customers can ask about new health and safety standards.

Let’s face it, your customers have been stuck at home for months with unsightly roots and stubby, boring nails. When you promote your reopening date, build excitement by showing off the talent of your service providers on your social media. Consider also coordinating with your employees to create and post content on their social media accounts that will get your customers excited to come back!



Prepare for quick adjustments to post-COVID strategies

- ❑ Review key metrics after week one
- ❑ Evaluate and compare key metrics after month one
- ❑ Plan ongoing reassessments of key metrics

Remember those metrics you need to track during your salon or spa reopening? During the weeks and months following your reopening, careful evaluation of metrics like customer satisfaction scores and average number of clients per location will signal whether or not you must adjust your reopening strategy.

Here are some considerations one week following your reopening:

- How does your average number of clients per location compare with your expectations? Try revamping your post-COVID assurances and promotions (send targeting emails and SMS campaigns) if you face disappointing numbers.
- What percentage of your daily schedule is booked compared to past averages? If your booking rates are lower than expected, try informing your customers about your branded mobile app and touchless experiences with marketing announcements.
- What is your average response rate for customer satisfaction asks? Low response rates may not give you reliable information, ensure your employees are trained to ask customers to take a moment to review their experience.



Here are some considerations one month following your reopening:

- Are your post-COVID customer satisfaction rates lower than pre-COVID rates? Take immediate measures to increase your enforcement of health and safety standards. Retrain your employees on increased sanitation expectations and consider offering guests elevated features like two-way texting with Zenoti Connect or auto-pay with Zenoti Go.
- Are your average visits per location aligning with your post-COVID projections? Disappointing recovery rates may indicate customers are unaware of your reopening or suffer from post-COVID anxiety. Raise awareness and motivate bookings with targeted re-engagement efforts. If you notice loyal customers have yet to book appointments, send emails inviting them to come in for their regular services. Ensure they know about your added safety measures, including touchless experience options!

Remember:

Develop a long-term system to track performance metrics and regularly evaluate progress. Zenoti Reports makes tracking data simple. Access data – from admin reports to employee reports – from one location. Enable data tracking before you reopen!



We're here to support your businesses through the COVID-19 crisis. More than anything, we want to help you come out stronger. If you don't already benefit from Zenoti's all-in-one software, take a demo today.

[Get In Touch and Let's Talk](#)