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The Benefits of Going Mobile for Your Salon or Spa

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THE BENEFITS OF GOING MOBILE FOR YOUR SALON OR SPA

For salons, spas and medi spas, providing exceptional care and service to guests has always been crucial. But today, your customers' expectations are rising. Your guests may trust that you'll meet their needs at each visit -- but they want more. They want you to make it effortless for them to stay connected to you from wherever they are, at any time.



80%

Nearly 80% of the population has access to a mobile device.

Many salons and spas have risen to the occasion by building a website. And that's a good thing. Having an online presence is an important first step -- but it's not the end game. Innovative and customer-focused salons, spas and medi spas know that going mobile is essential.

Why does mobile matter for the salon and spa industry? Global statistics from Pew Research reveal that more than five billion people have mobile devices. Over half of those devices are smartphones. With the world's population at around 7.5 billion, it's clear that most of the world has mobile access. In countries with more advanced economies, nearly 80% of the population has access to a mobile device^[1]. In short, the number of global mobile users is huge.

Today, many people appreciate the carry-anywhere convenience of smartphones. And mobile users rely on their devices for more than just calling and texting. Consider this fact: More than half of all web traffic comes from mobile devices, according to Statista^[2]. People are browsing the web with their phones now -- but new opportunities for mobile engagement emerge every day.

Are you catering to your mobile customers? You should be. Chances are, most of your guests use smartphones for everything from product research to paying bills to shopping. Undoubtedly, they'd appreciate the opportunity to book appointments and buy products from you.

If you embrace the mobile wave, you'll stand out as a trendsetter who cares about client needs. More loyal and satisfied guests -- and more revenues -- are sure to follow.



Why Every Salon and Spa Should Have a Mobile Presence

Typical salon, spa and medi spa leaders are meticulous about details. Every nuance matters – from the cleanliness and layout of the venue to music playing in the background. You care about the products you use and carry, the service packages you offer, and the speed of the check-out process.

Yes, all these factors add up to a memorable, positive guest experience. There's no doubt about that. What you do when guests spend time with you can motivate them to come back.

But in today's environment, loyalty isn't a guarantee. Your customers have unlimited access to information online and via their phones. They can easily research competitors, compare pricing, and often book appointments with just a few clicks or taps. Also, they can set up online accounts to track preferences, get appointment reminders, order products, and more – all through their mobile phones. You could be losing customers or missing out on opportunities and not even know about it.

But your customers aren't just comparing you to competitors. Instead, they're evaluating you against big-name, customer-obsessed brands. According to Forbes, those experience leaders include Amazon, Zappos, Disney and Netflix^[3]. Certainly, it's not always fair to compare you to these luminaries. They're bigger than you – and can spend much more on the customer experience. Still, after customers have a world-class experience, they expect similar levels of service from every company they encounter. That includes businesses like yours.



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Forbes' top 10 customer experience leaders aren't the only ones using mobile to wow their customers. Think about all the ways customers use mobile devices to engage with brands. In the morning, they can order a favorite drink from Starbucks and have it ready when they arrive. If they need a midday lift, they can schedule a ride from Uber. At home in the evening, they can listen to their personalized Pandora stations while they use the Ikea app's augmented reality features to shop for new furnishings. They can finish off the night with a favorite Netflix series.

Salons, spas and medi spas don't need to keep pace with these trailblazers. But know your customers have grown accustomed to using their devices for every type of mobile transaction available. If you don't have a robust mobile presence, you risk falling behind.

A Mobile Presence Can Help Increase Revenues

In the past, many people viewed trips to a salon, spa or medi spa as a luxury few could afford. But today, more people embrace self care as an essential component of health and wellness. It's no surprise that the industry is growing at a rapid pace. Within a few years, researchers expect the global salon and spa industry to top \$190 billion [4].

What's driving this growth? Salons, spas and medi spas are benefitting from consumers' increasing preference for spending on experiences over things. In recent years, people have moved away from personal consumption expenditures and sought out experience-related services. According to McKinsey & Company, people devote an average of four times more to experiences over goods ^[5].

Without question, your business can benefit from this shift in spending. After all, every salon and spa is primarily in the business of delivering experiences. But if you aim to create a standout experience from the first encounter through the last appointment, you can reap even greater rewards.

How much can you gain through delivering high-quality experiences?



4X

People devote an average of four times more to experiences over goods.



16%

Customers are willing to pay a 16% price premium more for a positive experience.



73%

73% of customers say experience plays a crucial role in their buying decisions.

PricewaterhouseCoopers research from 2018 found that customers are willing to pay a 16% price premium more for a positive experience. And 73% of customers say experience plays a crucial role in their buying decisions ^[6]. Yes, experience matters – and customers are willing to pay more for a good one.

Many industry watchers note that salons, spas and medi spas can position their brands to charge premium pricing. You may not be able to revamp your space or service portfolio, but you can upgrade the customer experience. And going mobile is the key.

With mobile solutions, you can make booking, check-in, and check-out effortless for guests. And you can offer a mobile shop for 24/7 purchasing of products and gift cards. Texting and surveys can help you stay in touch with customers and help them know that their voice matters to you.

A mobile solution can let you deliver a premium experience from the first touchpoint to the last. And that can empower you to charge more for the work you do.

Mobile Features You Should Be Offering Your Guests

When you're exploring mobile options, you need to consider the needs of your clientele. Ensuring your website uses responsive design so that it resizes to the screen size of any mobile device is essential. But you can also offer several value-added mobile features that will delight customers.

Convenient Text Communications

For many people, texting is their go-to method of communication. While texting is popular for personal matters, many mobile users appreciate texts from businesses as well.

How big is the texting trend? And what does it mean for your salon or spa?

First, you should know research has found that consumers send more texts than emails each day. The reason? The immediacy and brevity of texting make it convenient. People are more likely to read texts too. Nearly three quarters of people say they have zero unread texts, compared to 17% who say they have zero unread emails ^[7].

Next, you need to be aware of trends in business texting. Seventy-four percent of people say they'll respond to a text from a business within an hour. Less than half claim they'll respond to a business email in the same timeframe.

Another enlightening data point: Nearly 60% of customers say they've responded to a business call with a text. Businesses that aren't text enabled will miss these contacts.

Salons and spas need to take heed of this consumer appetite for texting. With texting, you can reach customers at any time, wherever they are – and streamline your business. You can use your business line to send and receive texts and synchronize everything with your customer relationship management (CRM) system and appointment book.

Imagine that a customer needs to reschedule an appointment. Wouldn't it be convenient if he or she could send a quick text to work out the details? You can use scripts and auto replies to work through these and other common scenarios – even after business hours.



Effortless Appointment Booking

With the rise of digital commerce, customers have grown accustomed to getting what they want, when they want it. In the retail world, this means streamlined shopping and quick, in-store shopping and pick up. But how is this new reality affecting the salon and spa industry?

Your guests may be willing to wait for a specific service, stylist or aesthetician. But they don't want to wait to schedule appointments. If they're motivated to book with you after hours, they want that option. And many people don't want to call and risk being put on hold – even for a few minutes.

Recent years have seen a rise in online booking solutions and significant new business opportunities for salons and spas that use them. Why is online booking so valuable? Guests who book online visit more frequently and spend more. Plus, nearly a third of online bookings occur after hours. And almost 30% of new customers book their first visit online^[8].

Smart salons and spas are taking the next logical step and prioritizing mobile booking. Why is now the time to go mobile? Mobile usage has surpassed desktop usage – and is only going to climb^[9].

You can stay ahead of this trend with a mobile-friendly website. With a responsive design that highlights your brand, you can ensure customers can make appointments on the go. By creating login options, you can grant customers access to their personal history and make rebooking easy.

Stress-Free Check-In

The moment a guest enters your salon or spa can shape the entire experience. Think about how you want your guests to feel. Do you want them to wait in a long check-in line? Of course not. That would be frustrating and impersonal.



30%

30% of new customers book their first visit online.

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AN ALL-IN-ONE SYSTEM IS DESIGNED TO HELP YOU BETTER MANAGE YOUR BUSINESS SO YOU CAN FOCUS ON WHAT MATTERS MOST: GROWING YOUR BUSINESS AND SERVING YOUR CUSTOMERS.

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Unfortunately, a cumbersome check-in process is the norm at many salons and spas. Often receptionists wear multiple hats. They must take calls, process check-outs, check in new guests, and handle retail product transactions. Even the best front-desk professional can be stretched too thin and not give guests the warm, personalized welcome they deserve.

But a geofencing solution solves this too-common problem. What is geofencing? Geofencing uses radio frequency identification (RFID) or global positioning system (GPS) technology to define a virtual boundary. This approach allows businesses to define an area – such as your waiting room – and communicate with devices within that space.

What does this mean for your guests? A geofence can prompt clients to check in the moment they arrive. They can take a seat and relax right away with no need to wait in line. As a bonus, geofence technology can alert service providers that their client has arrived.

Some forward-thinking salons are using mobile as a springboard to rethink how frontline team members engage with guests. Those innovators are removing front desks to create a more open space. Instead of waiting for guests to approach them, an employee can greet them at the door. This deskless layout can make guests feel welcome and valued from the moment they enter. And geofencing can make it a reality.

Automated Check-out

No doubt you've heard about the importance of first impressions. But have you ever thought about the last impressions you create for guests? What happens at the end of a guests' visit with your salon or spa? Ideally, they have spent time getting pampered and feel renewed. The last thing anyone wants to do is wait in line and pay a bill.

With mobile check-out, you can eliminate the last-minute administrivia. Service providers can add products with ease via their own devices. If customers have activated auto pay, they can walk out with their products in hand. They don't need to stop at the front desk. Instead, they can head outside and share their fabulous new look with the world.

Easy Feedback Collection

Companies that care about customers want to keep improving the service they offer. They are never content with the status quo and strive to act on customer feedback.

At salons and spas, catering to customers' true needs is a must if you want to thrive. But far too many salons and spas let guests walk away without asking questions about their experiences.

A mobile solution can empower you to collect prompt feedback from customers after every visit. But keep them short. Make sure customers can respond anywhere – whether in a cab, on an elevator, or between tasks. Often, salons and spas benefit from a simple approach that uses a familiar five-star rating format. With a few taps on a mobile screen, customers can rate service received and leave comments.

Automate your feedback invitation process to boost response rates. You shouldn't request feedback the minute your clients check out. But don't wait too long, or the experience may not be fresh in their minds.

Another benefit of mobile feedback collection: You can request that customers review you online. Higher ratings on sites like Google and Facebook can get your salon or spa noticed. You may see an increase in search rankings, new customers, and higher profits.



Low-Effort Shopping

With a mobile store, you can stay top of mind with customers between visits. A mobile store can let customers order favorite products for pick up or home shipping. You can also offer gift certificates that loyal customers can use to introduce people to your services.

Why is a mobile store worthwhile? Worldwide spending for beauty and personal care products is skyrocketing – with online shopping leading the charge. By 2023, the market is set to grow from \$532 billion to \$805 billion^[10].

Having a mobile store can delight customers by letting them access familiar products. Importantly, nearly half of customers prefer a try-before-you-buy approach with beauty products^[11]. That preference for hands-on experiences can make some customers reluctant to shop online. But if you make it easy to buy trusted favorites at home or on a mobile device, you can encourage more purchases.

Branded Apps for Your Salon or Spa

You can engage with some customers simply by making your website mobile friendly. But to unlock the full power of the mobile experience for customers, you need a branded app.

With an app, your brand can stay front and center with customers every day. You'll be in their palm and pocket – and always within reach. And people love using apps. Statista reports that mobile users download over 200 apps each year^[12]. On average,



200

Mobile users download over 200 apps each year.

smartphone owners use at least 30 apps each month ^[13].

How do mobile salon, spa and medi spa apps work? Like other apps, they're available for download to customers' devices. After download, customers will need to set up personal login credentials. Your app then becomes their portal to your business.

Often, branded apps include an account section, where customers can enter payment details to speed purchases. They can also include a history section with details on past appointments and product choices. And apps support essential mobile functionality, such as streamlined check-ins and check-outs, along with appointment booking.

But your app can also be a space for value-added functionality exclusive to your mobile customers. You can create loyalty programs and let mobile users track points. And you can send automatic push notifications to remind clients about upcoming appointments. It's also easy to create special mobile promotions and to share them with your clients.

While mobile apps can benefit any salon, spa or medi spa, they are critical for franchises or multi-location businesses. An app gives customers a consistent, on-brand experience if they book at another site or even travel to another city. You can make it simple for customers to find the services they need when and where they need them.

The Time is Now to Go Mobile

Think about why you chose to enter the salon and spa business. You likely feel inspired by helping others look and feel their best. Deep down, you believe there is beauty and value in every person, and you want to empower clients to radiate those qualities to the world.

Often, beauty and wellness professionals look beyond what is and find motivation in what could be. You tapped into that quality when you envisioned your business and started bringing it to life. Now is the time to access your inner innovator to propel your brand forward.

The coming years are full of ripe opportunities – but only for those with vision. Mobile is empowering salons and spas to connect with customers in compelling and meaningful ways. The industry is on the precipice of a new chapter. And you can be one of the forerunners of a new era.

With mobile solutions, you can deliver the type of world-class experiences customers crave. You may never be a Goliath like Amazon, but you don't need to be to deliver service excellence. Mobile salon and spa solutions makes connecting with customers effortless. You can stay in touch from the booking through the post-visit survey. And if you have a mobile store, your customers can order beloved products when cozied up at home in their PJs.

Salons and spas that want to deliver truly next-level experiences can launch their own apps. Imagine the power that comes from letting customers engage with your brand wherever they may be. Even if they're halfway around the world, they can feel refreshed by your brand presence and remember past visits – with just a few taps on their phone screens.

Keep in mind that the global salon and spa industry is growing at a lightning-fast pace. Add in the hundreds of billions of new dollars of new spending in the beauty product market over the next few years. The opportunity is immense. And you can be part of it.

Going mobile is a must for any salon and spa leader that wants to own their share of a thriving industry. Start with a vision, choose the right technology, and watch your business prosper.



30

On average, smartphone owners use at least 30 apps each month.



Mobile is empowering salons and spas to connect with customers in compelling and meaningful ways.

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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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