



JANUARY 2020

The Benefits of an All-in-One System for Your Salon or Spa

zenoti
www.zenoti.com

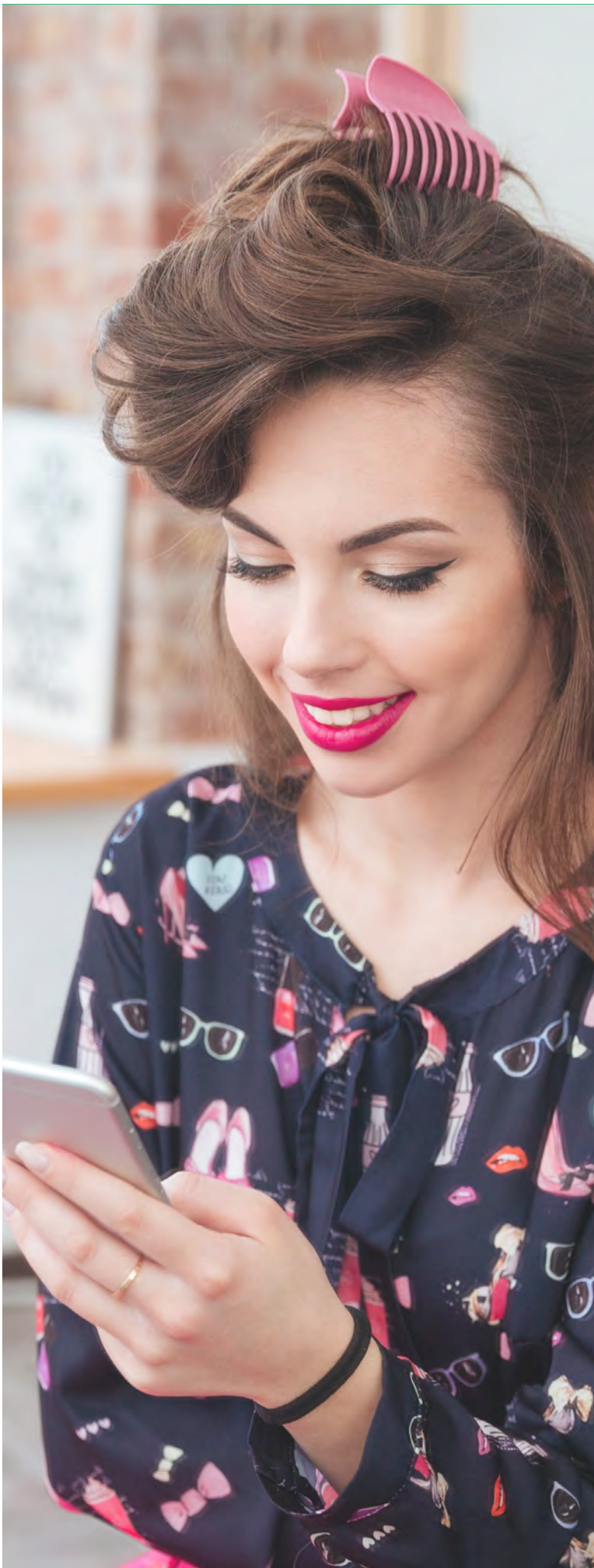


Table of Contents

03 The benefits of an all-in-one system

04 A 360-degree view of the customer

06 Automate feedback

07 Effortlessly launch online campaigns

08 Next-generation POS and billing systems

09 Clean data and analytics

10 Dashboard and mobile reporting

11 Improved control and security

12 Focus on what matters

THE BENEFITS OF AN ALL-IN-ONE SYSTEM FOR YOUR SALON OR SPA



15%

The CRM software industry alone grew by 15.6% in 2018.

At the beginning of the century, only the largest corporations in the most technologically advanced industries had access to the types of systems that gave them a complete view of their customers. A select few had comprehensive customer data and analytics tools, and most of the enhanced tools for operating a business were still experimental.

Such systems were expensive. They had to be installed on the company's own computers, and users needed a significant amount of expertise to operate them.

The rise of mobile computing, smartphones, and cloud-based software changed all that. Because these systems operate in the cloud, there's no need to install them locally. You don't even need a sophisticated computer to use them. Any user can access the system remotely through an internet connection, whether they are logging in from the point of sale (POS) at a salon or from their smartphone on the go.

More importantly, business software has evolved and grown through decades of successes, failures, and user feedback. The customer relationship management (CRM) software industry alone grew 15.6% in 2018, according to Gartner^[1]. Today's tools are easy to pick up – they're designed to be used by anyone, so you don't need any technical expertise to reap the benefits they provide.

All-in-one business software is no longer just the purview of B2B businesses, either. These tools are now accessible to businesses of all types and sizes, including spas, salons, and medi spas.

If you're like most spa or salon owners, your biggest concern is probably the bottom line. You may be wondering how an all-in-one system is going to fit into your business when you're already overburdened with obtaining new customers, making current customers happy, and managing your staff. After all, you're probably already using some type of software, even if it's just for accounting.

The good news is that an all-in-one system is designed to help you solve all these challenges and run your business more effectively. By bringing every aspect of your business into one place, and by automating tasks that used to take up all your time, you can enjoy the many benefits spa and salon software has to offer.



A 360-DEGREE VIEW OF THE CUSTOMER

One of the core challenges of running a salon or spa – or any business – is understanding your customers and adapting to their changing preferences. Today's consumers expect much more from their local businesses than they have in the past. At the very least, they expect to be able to read reviews online and to leave their own review once they've gone through an experience with your business.

And reviews are important to your business. As much as 91% of consumers read online reviews, and 84% of people trust them as much as recommendations from their friends ^[2]. In the past, understanding the relationships your customers have with your business was a challenge, especially considering the myriad third-party review sites out there. Short of browsing each site and documenting each review in a spreadsheet, there's no direct way of compiling all that data so you can work to understand it.

It can be even more challenging to ask your customers for feedback when you don't have automated tools. Some businesses may have the time to manually email every customer after their visit, but this becomes impossible when you're running a large spa or salon operation.

At the core of an all-in-one system is the ability to obtain a 360-degree view of your customers. This means compiling all available information about your customers' experiences and housing it in a single location, so you can draw insights from it easily and use it to drive actions.

Here are some of the key capabilities an all-in-one system provides you, so you can get a 360-degree view of your customer.



84%

84% of people trust online reviews as much as recommendations from their friends.

“ ”

At the core of an all-in-one system is the ability to obtain a 360-degree view of your customers so you can draw insights from your data easily and use it to drive actions.



Automate Feedback

Automated feedback tools are nothing new. Most companies at least send an automated email requesting a review just a few days after service was provided. But people are busy. You can't really blame your customers for ignoring your feedback requests if they are interrupting their day.

The key to harnessing the power of feedback automation is making the process easy and frictionless for the customer. One of the best benefits of an all-in-one system is that it allows customers to leave feedback while their experience is still fresh in their mind – as they check out, and no matter how they decide to check out.

For example, with an all-in-one system, customers can check out and pay for their visit simply by walking out their door. They'll be prompted automatically for payment, and subsequently asked to leave a quick review of their visit.

This allows you to collect as much data as possible from your customers, obtain helpful feedback about your services, and gain reviews, which can be used for marketing purposes. Even if your customers leave a short review, you'll never miss out on obtaining at least some data from each visit.

Respond to Customer Inquiries Over Multiple Channels

Businesses can no longer rely on a phone number and an email address to accept communications from their customers. As the logic goes, most consumers use multiple channels to communicate with each other – SMS, email, phone calls, social media posts – so it doesn't make sense for businesses like salons and spas to rely on old-fashioned methods of communication to speak to their customers.

In a best-case scenario, listing only a phone number for your customers to contact you makes for an awkward customer experience. In the worst cases, a lack of customer communication channels makes your business appear closed off – as if you don't want to speak to your customers.

Currently, about 90% of consumers use more than one device to communicate, and 87% of consumers say they want brands to have a consistent experience across multiple channels and platforms ^[3].



87%

87% of consumers say they want brands to have a consistent experience across multiple channels and platforms.

//

**WITH THE
RIGHT ALL-IN-
ONE SOLUTION,
YOU CAN EVEN
LEVERAGE
AUTOMATION TO
EASILY MANAGE
CUSTOMER
COMMUNICATIONS
OVER MULTIPLE
CHANNELS.**

//

With an all-in-one system, you can create your own text messaging platform for your salon or spa. The tool integrates directly with your appointment book and CRM, so you can pull up guest info quickly, view messaging histories, and host multiple interactions from a single location. You can even use it from your mobile device.

With the right all-in-one solution, you can even leverage automation to easily manage customer communications over multiple channels. Send auto-replies as text messages, use scripts to streamline clerical activities like appointment rescheduling, and personalize your communications by using macros and integrating them with customer data.

Effortlessly Launch Online Campaigns

Lastly, you wouldn't have a complete view of your customers if you didn't also have a handle on your online reputation. With an all-in-one system, you can set up campaigns a single time, and then let the system do the work for you.

For example, you can automate the following:

- Discount code campaigns
- Mobile campaigns
- Email campaigns
- Loyalty promotions

As your marketing campaigns run over social media and your other online channels, your system will collect data in real time. This allows you to measure ROI and understand your customers' response to your campaign as it occurs.

If you work with a corporate office, an all-in-one system is a must for maintaining your online reputation. You'll probably need their sign-off on most of your campaigns, so it helps to keep all that information in a central location where you and your corporate office can access it wherever you are.

Simplified Booking and Billing

Booking appointments, rescheduling appointments, and billing customers are easily the three areas where you can face the most friction, both in terms of your customer's experience and in terms of your internal operations. Traditionally, these have all been manual processes. And even those salons and spas that have systems in place to facilitate these tasks often face problems when their systems don't communicate with one another.

Booking Appointments, Simplified

An all-in-one system takes every aspect of booking and simplifies it, applying automation where necessary and making the experience effortless for both you and your customers.

Do you have complex scheduling requirements? No problem. The best systems use powerful algorithms to maximize your appointment book yield while respecting your employees' and your customers' time. You can program in processing times and even prioritize booking orders for specific service providers.



Next-Generation POS and Billing Systems

When it comes to billing, accepting payment from your customers should be as simple and seamless as possible. While everyone is familiar with the old model of ringing someone up at the register, this is a time-consuming process that requires too much manual input. It can also lead to billing errors and even theft.

With a next-generation POS and billing system, not only can you avoid manual processes, but you can also keep transactions secure and make paying for services as frictionless as possible. For traditional in-store transactions, an all-in-one system enables you to use a mobile POS system that's ready whenever your guests are. You can check your guests in, upsell them, and check them out with just a few taps on a mobile tablet.

With the right system, you can even link your in-store, online, and in-app sales to gain a clearer understanding of the health of your business. This is essential for building clarity and transparency in your accounting and bookkeeping.

If your customers keep a card on file with your business, paying for services is even simpler. Customers will no longer need to fish through their purse or wallet to find their card, and they can use the same card for online and in-store transactions.

Altogether, you can enable your salon or spa with capabilities like the following:

- Recurring payments
- Scheduled payments
- Real-time payment reporting
- Integrated gift card sales
- Easy refunds
- Automated no-show and cancellation fees



A next-generation POS and billing system can help you avoid manual processes and keep transactions secure to make paying for services as frictionless as possible.



73%

Most businesses are collecting data on their operations and their customers, but as much as 73% of company data goes unused for analytical purposes.

How does this affect your bottom line? For one, it frees up your employees by removing the manual processes typically associated with booking and billing. An all-in-one system acts as a highly skilled receptionist, keeping all your payment and scheduling information clean and centralized.

Second, it helps you reduce billing and payment errors that are associated with accepting payments manually. With automated no-show and cancellation fees, collecting fees becomes a no-risk prospect.

Finally, you can even avoid fees when you process refunds. It may seem like fees like these have a small impact on your bottom line, but they tend to add up, especially if you operate online or in multiple physical locations.

Clean Data and Analytics

Naturally, one of the primary benefits of an all-in-one system is the opportunity to collect clean data on your customers and your operations.

Most salon and spa owners understand the importance of collecting data and measuring the results of their operations against set metrics. But many also struggle with incongruent datasets and systems that don't communicate with each other.

When you're pulling data from every part of your business, data can be corrupted, incomplete, or unusable if your data points don't line up from system to system. When this happens, data must be corrected manually in order to be leveraged, or the data must be abandoned altogether.

The "single source of truth" concept has gained a lot of traction among enterprise companies, and it's now available to salons and spas as well. Instead of trying to link disparate repositories of data, an all-in-one system acts as a single source of truth, flawlessly combining data from your sales, marketing, operations, staff performance, and even inventory.

Dive into Your Data to Find Opportunities

Once you have a clean source of data, you can take a deep dive into it to discover insights about your business. With those insights, you can make informed decisions as to how you can optimize performance in the future.

Believe it or not, successfully leveraging your data would make you an outlier. Most businesses are collecting data on their operations and their customers, but as much as 73% of company data goes unused for analytical purposes ^[4].

In-Depth Reporting

Collecting data is important, as is accessing it from a single source of truth. But data is useless if you can't understand and use it. The good news is, you don't need to hire a data scientist to make sense of the data you collect with your all-in-one system. With the right solution, you can generate comprehensive reports that provide actionable insights and are easy to understand.

If you run a far-ranging operation, you can even generate reports for every department, including:

- Executive
- Finance



- Sales
- Marketing
- HR and payroll
- Management

The best part of an all-in-one system for reporting is that your system can pull data from your entire business to build a complete snapshot. More importantly, you can use that data to benchmark how each of your departments are fairing against industry averages and standards, as well as against your competitors. By comparing your own business processes to industry leaders, you'll be able to establish a series of best practices to apply to each department and constantly improve.

Dashboards and Mobile Reporting

To access in-depth reporting, you need a system of alerts and dashboards that keep you informed of the most important numbers.

Namely, you need the ability to access pre-built dashboards that deliver industry-specific insights like customer loyalty and retention – even insights into customer behavior. Of course, every business is unique. That's why you can build your own custom dashboards to get the right information when you need it.

You don't need a desktop computer or laptop to access your dashboards, either. With an app connected to your system, you can access your dashboards on the go, or receive notifications when certain conditions are met.



The best part of an all-in-one system for reporting is that your system can pull data from your entire business to build a complete snapshot.



47%

47% of cyberattacks are aimed at small businesses.

Some of the best solution providers even offer consulting services, so you don't have to take the time to make sense of your data. Instead, they'll analyze your dashboards for you and report on their insights.

Improved Control and Security

Security is no small matter, and if recent headlines are any indication, the challenges of keeping business systems secure are only going to grow in the coming years.

It isn't only giant corporations that are at risk of a security breach, either. According to a 2019 report by CNBC, 47% of all cyberattacks are aimed at small businesses. More concerning, the report also noted that only 14% of small businesses are prepared to defend themselves ^[5].

As a salon or spa owner, you may not think of yourself as a likely target for cyberattacks. But if you collect customer data, you have something of value that criminals want. Moreover, you have a responsibility to keep customer information secure to the best of your ability.

Access Restrictions

The best all-in-one systems come with a comprehensive set of tools for keeping customer data secure from external and internal threats. For example, you should have complete control over who has access to customer data using permissions tools. Only certain roles, data centers, and machines within your company should have access to certain types of data, and only as is needed to execute their roles.

Furthermore, an all-in-one solution can help you restrict how data is shared and exported through permissions. While users in some roles can see customer data, they shouldn't be able to download, export, or otherwise copy it. Even if a stylist leaves your business, they are much less likely to take their clients with them if they can't export that information. When you control the data, you have more opportunities to keep your customers, regardless of turnover.

Appointment and Accounting Fraud Auditing

Every business suffers from the risk of accounting fraud, but the spa and salon industries have some unique instances of fraud in their history. Appointment fraud, such as when a staff member deletes an appointment and keeps the money earned for themselves, is one such issue. In accounting, price overrides and invoice deletions are sometimes indications of fraud.

With an all-in-one system in place, you can receive text alerts when any of these instances occur. Most importantly, your system will provide you with a complete audit trail of transactions, appointments, and employee actions based on role and location.



86%

86% of small businesses are unprepared to defend themselves against cyberattacks.

//

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.

//

Protection from Membership and Gift Card Fraud

Membership and gift card fraud has moved beyond petty crime to become a multimillion-dollar criminal enterprise. There's a reason so many scammers attempt to con people out of their hard-earned money by convincing them to store it on a gift card and send it in the mail – they are difficult to trace and, until recently, they could be redeemed by anyone from almost anywhere.

With the right system, you can prevent fraudulent member discounts and gift card usage. When a gift card or membership is used, the system will send a unique, randomized PIN to that customer's mobile phone number for authentication. Only if the person redeeming the card is in possession of that phone will they be able to complete the transaction.

Of course, security isn't just a concern for business owners. You can also use your system to send text and email alerts to guests and members when their cards have been used.

Focus on What Matters

If you're like most salon or spa owners, you didn't go into this business to analyze data all day. You got into it because you have a passion for the work and enjoy serving your community.

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.

Through automation, you can eliminate many of the manual processes that keep you and your staff from focusing on big-picture ideas. To grow your business, you can generate the reports quickly using a single source of truth and clean data. Using data visualization, you can quickly understand your reporting and draw insights from them to plan ahead.

And you can finally get a handle on data security at your business. You'll no longer have to worry whether employees are accessing areas of your data pool that they shouldn't, nor will you need to worry about fraudulent activity costing your business money and customer trust.

An all-in-one system brings every aspect of your business into a single location, so you can dream big, make data-driven decisions, and get back to doing what you love most: making your customers feel and look fabulous.

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.

www.zenoti.com

Sources

1. "Gartner Says Worldwide Customer Experience and Relationship Management Software Market Grew 15.6% in 2018." Gartner, 17 June 2019, www.gartner.com/en/newsroom/press-releases/2019-06-17-gartner-says-worldwide-customer-experience-and-relati.
2. Bloem, Craig. "84 Percent of People Trust Online Reviews As Much As Friends. Here's How to Manage What They See." Inc.com, Inc., 31 July 2017, www.inc.com/craig-bloem/84-percent-of-people-trust-online-reviews-as-much-.html.
3. Shaoolian, Gabriel. "Your Customers Are Using Multiple Devices. You Should Be, Too, With Omni-Channel Marketing." Entrepreneur, 4 Jan. 2019, www.entrepreneur.com/article/325218.
4. Barrett, Jeff. "Up to 73 Percent of Company Data Goes Unused for Analytics. Here's How to Put It to Work." Inc.com, Inc., 12 Apr. 2018, www.inc.com/jeff-barrett/misusing-data-could-be-costing-your-business-heres-how.html.
5. Scott Steinberg, special to CNBC.com. "Cyberattacks Now Cost Companies \$200,000 on Average, Putting Many out of Business." CNBC, CNBC, 13 Nov. 2019, www.cnbc.com/2019/10/13/cyberattacks-cost-small-companies-200k-putting-many-out-of-business.html.