

HOW A GLOBAL HAIRDRESSING SUPERBRAND **ELEVATES STYLIST PERFORMANCE**

WITH DATA REPORTS CUSTOMISED
TO ITS AUCKLAND LOCATION

“Gathering performance data took at least an hour every day. With Zenoti, now it takes three minutes.”

Bronwyn Illingworth,
Toni&Guy NZ managing director

The brand

Since opening its first salon in Clapham, London, Toni&Guy has taken the salon world by storm, emerging as an industry leader and expanding to more than 475 salons in 48 countries. Today, Toni&Guy continues to inspire salon professionals and clients with its sophisticated, avant-garde touch.

The challenge

Stylists at the Auckland, New Zealand Toni&Guy centre are passionate about what they do — so much so that they measure their performance daily. But gathering relevant numbers was cumbersome and time consuming. Team members searched in multiple places and still couldn't find high-value data.

The solution

With Zenoti dashboards, Toni&Guy NZ stylists can now see their total rebookings per quarter, revenue from retail bundling, average per-provider services revenue, and more. A customised performance report makes it easy for Toni&Guy to track success stories and show stylists where they can improve.

By the numbers at Toni&Guy NZ with Zenoti:

74.8% total rebooking rate

One out of every five bookings includes retail bundling
(Q2, 2022)



For more
information, visit
Zenoti.com
or contact
sales@zenoti.com.



The custom report is literally the best way to measure my team. It's fast and accurate, with everything we need in one place. Honestly, it's the best report I've ever used. Thank you, Zenoti, for making my life easy!

Bronwyn Illingworth,
Toni&Guy NZ managing director

