

Case Study: C'zar Salon Spa

So Nice Not to Have Voicemail

About C'zar:

C'zar Salon Spa is a premiere hair salon and spa with three locations in the Chicagoland suburbs of Illinois. Owned by Debbie Nachreiner and Evonne Rutz, who founded the salon together by establishing the first C'zar Hair Design & Day Spa in Naperville in 1983. Evonne Rutz's daughter, Gina Rutz-Sowa, is also a business partner and owns C'zar Wheaton.

C'zar believes in a team that is professional, creative and passionate about the beauty industry. Kindness is at their core. They are committed to sustainable and cruelty-free, vegan beauty and are long-time members of the exclusive network of Aveda and Davines salons, both certified B-Corp™ brands.

Software:

Phorest

Brook Usage:

Afterhours + Overflow

(Brook picks up after three rings and when closed.)

3 Locations



- Danielle Rutz,
Marketing Director



- Katie Barren,
General Manager



Challenges:

As a busy salon, improving guest care is always top of mind for C'zar. Mornings were often spent going through voicemails, and sometimes, at 2:00 pm, we still had not finished listening to them.

Two of C'zar's leaders were intrigued by using an Ai receptionist - but were nervous how it would be accepted by guests. Their front desk teams were also concerned that Brook may be a replacement for them, rather than support. The third owner was not open to using Ai - feeling it would not appeal to that location's clientele.

The Brook Set Up:

The C'zar team met with the Brook team for their orientation and were surprised at the amazing customer service. Jyoti, from Brook, had pre-scanned the management software and the C'zar website to identify any conflicting information that could trip up Brook. Jyoti was able to answer all their questions and explain the process.

“Everybody just looked at it and said wow!” -Katie Barren

“The only thing that we had to do to go live is to work with our phone provider to set up the call forwarding. We really didn't have much to do operationally,” said Danielle Rutz, C'zar Marketing Director.

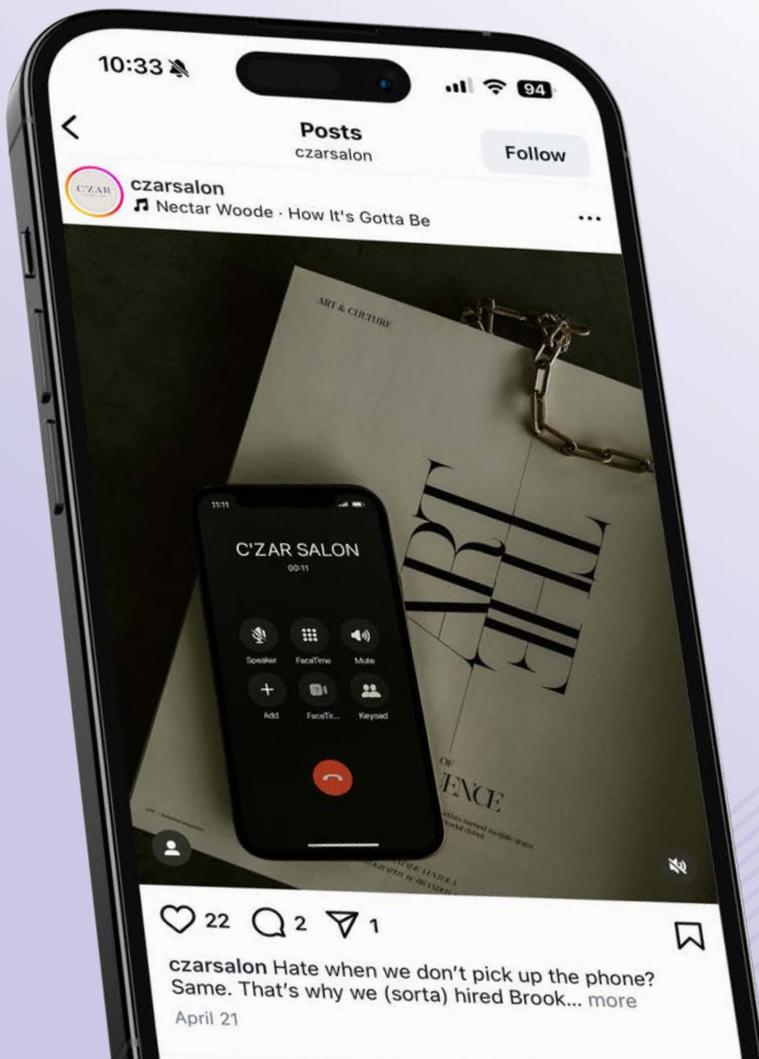
During the set-up process, the third owner was so impressed with Brook, she decided to onboard, too.

The Launch:

C'zar wanted to make sure their guests and their own team were not only informed, but excited about launching Brook. They met with their team in advance and made sure everyone was comfortable with the launch.

“I think everybody just looked at it like, wow, like, this is really cool,” added Katie Baren, General Manager of C'zar Salons.

C'zar used social media to let guests know about Brook, which also reinforced the messaging shared by their team.



The Experience:

Before Brooke, on Tuesdays the C'zar team would walk into a full voice mail, many for cancellations. Sometimes they still had not had time to go through them all by the afternoon. Now when the team arrives at work, they have an organized report of cancellation requests, booked appointments and messages. It even flags items that might need attention.



“Many times, I would be checking messages,” explained Katie, “and then a couple calls would come in, and I would have to stop checking the messages and pick up the call. And by the time I was done with the call, I would get more messages. We would have to navigate that throughout the day.”

Danielle continued, “it would be 2:00 p.m., and I still hadn’t had a chance to check through all 30+ of our voicemails. It is so nice not to have voicemail. And the fact that we can just search by name, in our inbox is helpful.”

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My team can stay in the zone with guests.

-Danielle Rutz

One of the biggest changes C'zar has experienced is their guest team is able to be present and communicate freely with guests. “There is nothing more frustrating than being in your calm, serenity zone and hearing a phone ringing nonstop behind you. Knowing Brook will pick it up has enabled my team to stay in that zone with the guests. The front desk feels supported.”

“In the first 30 days we used Brook, there was constant tweaking and updates to create a more humanlike experience. I’m really impressed,” said Danielle. “We were afraid our older clients might be put off, but we had many comments that they love our new virtual assistant. Another long-time guest thought that Brooke was a human, and a new member of our team. When the guest came in, she asked to meet the new girl. We didn’t have the heart to tell her.”

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The team has an organized report of cancellations, appointments and messages.

-Danielle Rutz

Tips from C'zar Salon:

-  **Detailed service** descriptions and titles in the Phorest software help Brook handle calls better.
-  **Have roll out meetings** with your team so they feel confident.
-  **Communicate to your guests** via social media so they are aware and intrigued

-  **Create a dedicated email address** where only Brook communication emails are sent. This clarifies communication and allows you to search by name if needed for reference.
-  **Brook improves and learns** with experience, just like humans do. Double checking in the beginning is worthwhile, though Brook never made any big mistakes.

Proven Results:



20% Increase in Team Productivity

Brook handles routine tasks, freeing up your team



12% Revenue Growth

More interactions lead to more sales opportunities

