

### **Response to survey results on client satisfaction**

With all the disruption due to 'lockdown' COVID closures I thought it would be a beneficial activity to review aspects of the business I could improve upon during this period.

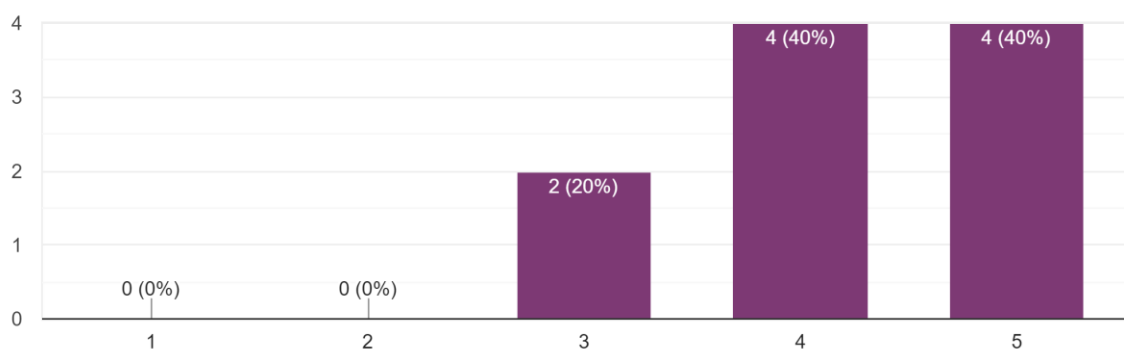
It is my aim to be able to implement any changes that would normally be hard to implement if the salon was open and could cause a negative salon experience for new and existing clients. Furthermore, there may be opportunities to be able to engage staff to keep them motivated to assist their wellbeing and career progression within the business.

I used google forms to create an online questionnaire that was emailed to existing clients. The clients were offered a 10% discount incentive as a 'thank-you' for completing the survey.

#### **Question 1- (1 is not that easy, 5 is very easy)**

How easy was the salon website to navigate?

10 responses



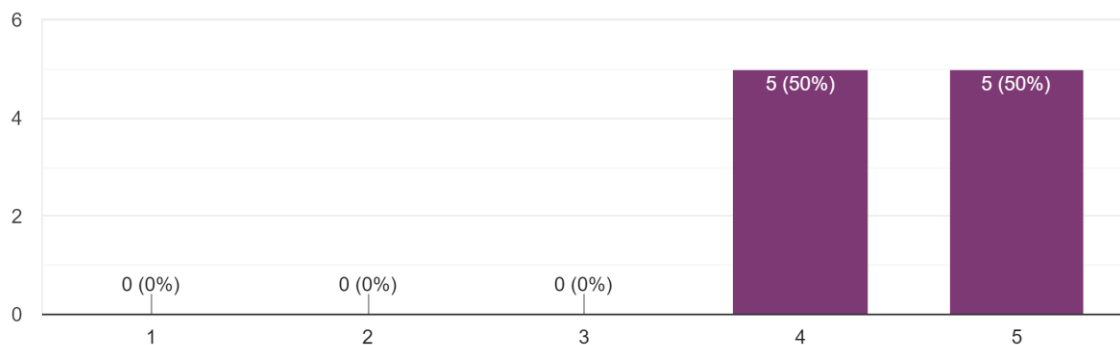
Overall, the responses were positive with eight out of ten people expressing scores of four or five that the website is easy to navigate. There could be areas of the website that could be further explored as there were two responses giving a score of

three. I could directly contact these responders, of the questionnaire, or design a further questionnaire that can explore elements of the website navigation and how it could improve. With the score being mainly positive I will not rank this as a high priority of improvements and digital improvements can be a lot less disruptive even when the salon can open up.

**Question 2- (1-not that important, 5- very important)**

When looking at a treatment list, how important is it to have a description of what the treatment includes?

10 responses

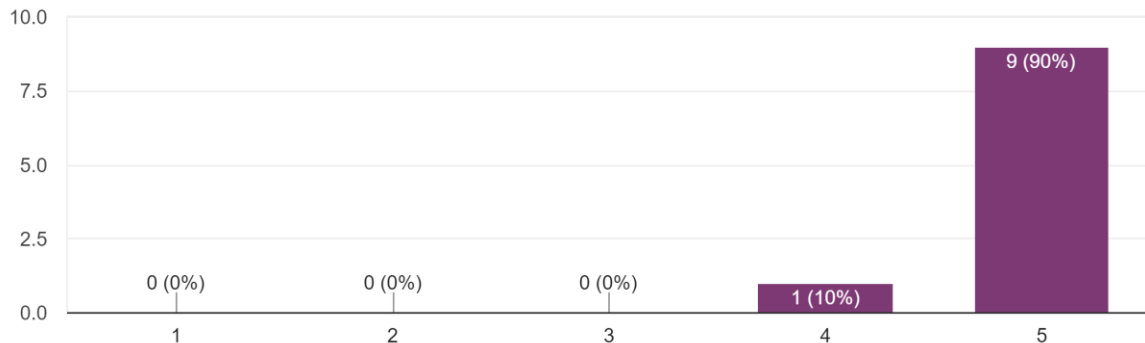


As I have joined a salon that is already open, publications (websites, social media, pricelists) are already being produced and used. I have noticed not all of them have detailed descriptions of what the treatments are or include. The treatments that have limited description are also not as popular as more well-known treatments in the salon. As the scores, for this question, identified that descriptions are something that is considered important, or very important, I plan to implement improvements by producing a facial menu.

**Question 3- (1- no, I never look at reviews, 5- yes, I always look at the reviews)**

Before booking an appointment how likely are you to look at reviews and social media first?

10 responses



In the last few years social media has become an easy way to engage with existing and possible new clients. It was also reported by Benmart *et al* (2012) that social media is more than just a method of advertising but as a method of customer service and achieving customer satisfaction. The results of this question would back up the importance of social media and a deciding factor when choosing a salon.

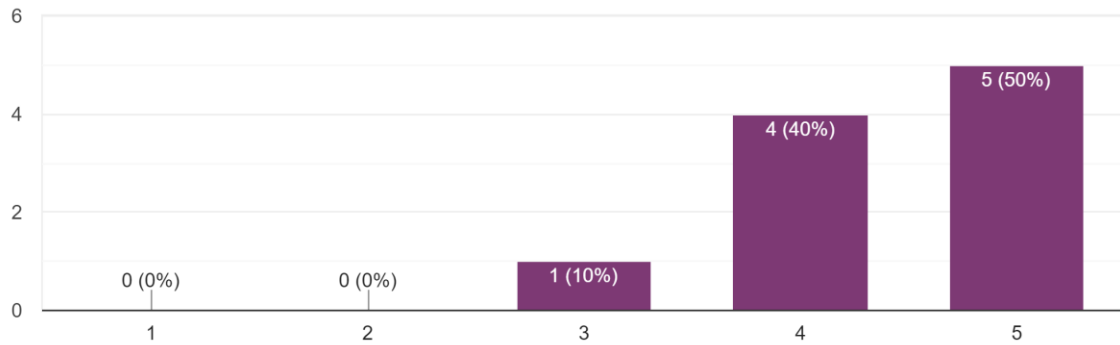
Online reviews are also a key deciding factor in the digital world. In 2008 a study was conducted and concluded that consumers wished to look at other consumers' opinions when selecting a product or service (Forman *et al.* 311). This report also concluded that consumers are more likely to look at identity descriptive information as this is more valued than that of anonymous posts. Possibly consumers have become aware of the behaviour of 'the competition' adding false reviews?

With this in mind it may be beneficial to source 'influencers' to do reviews and social media posts. This would then overcome the barrier of clients preferring identified reviewers as well as the influencer having a target audience.

**Question 4- (1- no, as i don't have social media, 5- yes, very helpful)**

Would it help to see social media posts, or stories, of treatments being performed when deciding on which treatment to have?

10 responses



The use of social media was usually used by larger companies, but small and medium sized businesses are now seeing a rise in engagement and income generated from using social media. In a study, focused in the UAE, consumers were disappointed if a company had no social media to engage with (Ahmad *et al.* 11).

These questionnaire responses back this study's conclusion

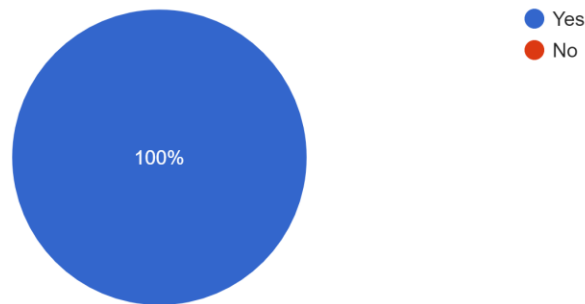
Ahmad *et al* (2018) study also linked consumer loyalty with social media and that consumers who can comment and like posts feel that they are in direct contact with the business therefore reinforcing bonds and consumer loyalty.

With this in mind, and my previous questions findings, I plan to launch my new facial menu with a series of posts and stories. This should appeal to new clients as well as engaging existing, loyal, clients. This may also require a staff member to be employed or given an extra responsibility for ensuring social media is regularly updated and monitored as failing to engage would turn into a negative and not a positive.

### Question 5

Would you like an online booking system available so you can book and amend your own appointment any time of the day?

10 responses



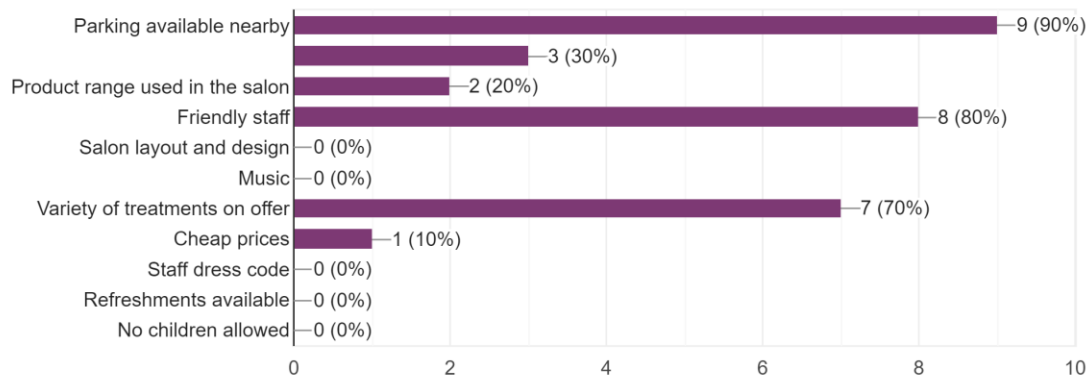
The results for this question are very clear, an online booking system is a must! With an online booking system clients can look at availability at any time and fit in appointments according to their schedule. This would reduce time spent on reception booking appointments and allows for staff to answer other enquiries that could lead to an increase in revenue.

There are numerous online systems available so I now need to research the best one for my salon. Staff would also need training in using the system also.

### Question 6

Please pick 3 from the list that are most important to your client experience in the salon.

10 responses



\*Above table 2nd point down missing- To be able to contact the salon, any time, and get a quick response

I was surprised and pleased at the responses to this question. I thought cheaper prices would score higher.

These results would back the findings from Saleem *et al* (2015) that a consumer is happy to pay more if they feel that they will get customer satisfaction.

Location also plays a significant part of client satisfaction and in the case of this question parking availability was the most important. This will be something to consider if looking at a salon location. Adding the fact that there is parking or parking nearby is also a point to highlight on salon advertising.

Paul *et al* (2016) conducted a study that concluded that the customers experience and location were key factors when establishing customer loyalty.

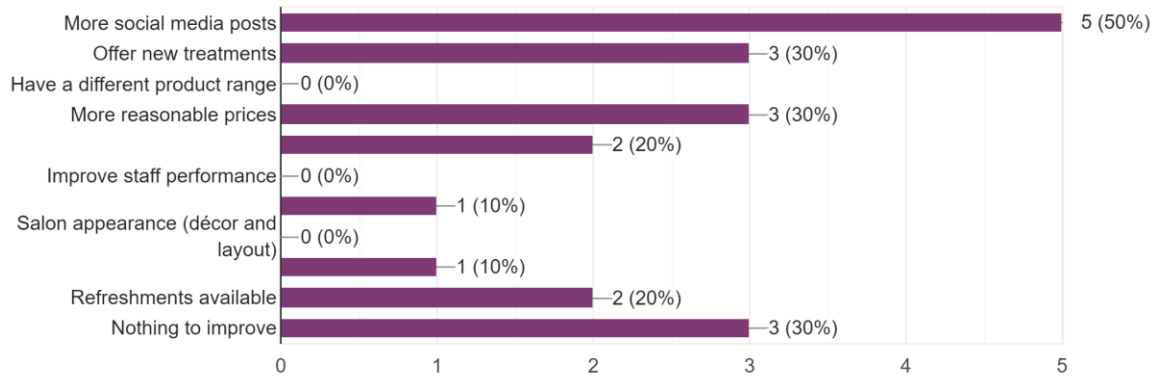
This question also established the need to keep treatments updated and varied. This can keep existing clients interested and attract new clients. Keeping up to date within the beauty industry is key. This can be achieved by attending trade shows (when they are allowed back) as well as subscriptions to industry publications.

The new facials menu will be aimed at keeping clients interest as well as attracting new clients.

## Question 7

Which of these do you think the salon could do better in?

10 responses



\*Above table

5th point missing- More accommodating for disability access

7th point missing- Improve communication, in all forms

9th point missing- Staff dress code

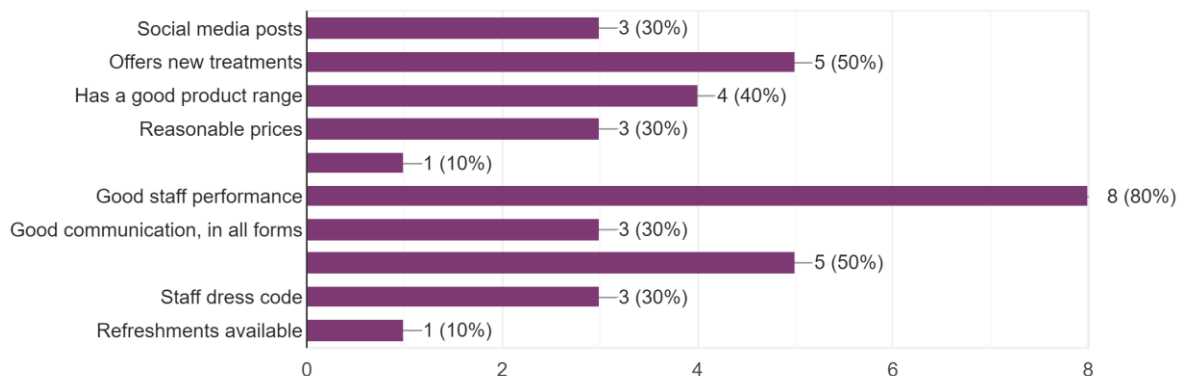
The responses to this question have provided me with an action plan of improvements to implement. Most of these link into previous evaluation points and link together.

With regards to prices, this could be linked with people being affected by a drop in disposable income in relation to the recent pandemic. With this in mind I could do some mini treatments on the facial menu to suit a variety of budgets.

### Question 8

Which of these do you think the salon does well in?

10 responses



\*Table above-

Missing 5th selection- accommodates for disability access

Missing 8th selection- salon appearance and layout

These results inform me that the salon overall is performing well but there are some areas of improvement.

The area that is currently performing the best is staff performance. Any business is only as good as the team within it and this link has been studied many times.

A report published in 2012 by Michel, John W *et al* concluded, specifically in the hospitality industry (which beauty was a part of until recently in the UK), that a supportive work climate promotes effective customer service. The customers having a positive journey will keep them coming back and recommending the business to others, also, resulting in an increase in revenue.

If corporate businesses feel that clients frequent a business for 'the name above the door' why do they include contract clauses to prevent staff who leave working, in another salon, within a certain radius to their salon? This would go against their



belief that clients won't follow an individual therapist and those clients would stay loyal to the salon.

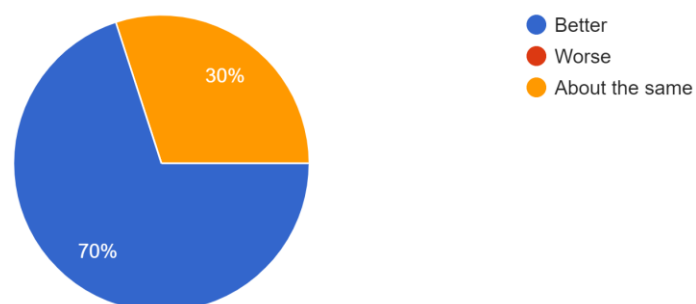
This positive feedback backs the Michel, John W *et al* (2012) report and tells me that I work within a great team and that I need to ensure that the teams remains positive. It may be worth doing a staff questionnaire to gain feedback from them too? If staff can enhance their career, and work life, then the clients will be happy and the business too will gain benefits too.

Lower scores in the questionnaire will form part of my action plan of improvements.

### Question 9

Compared to other salons you have been to, was your customer experience better, worse, or about the same?

10 responses



### Question 10

Please can you provide me with any other feed back that has not been mentioned in the questions above.

2 responses

Easily contactable with fast response times.  
Excellent therapist/client experience. Super knowledgable and professional therapists.  
Just longer or more flexible opening hours please.

The results from these questions quantify all the points and previous scores discussed. Overall, the salon is performing well but there are some areas of improvement that can be made.

\*references at the end of outcome 2

### **Outcome 2 (Word count 421)**

Completing a survey was only one step towards monitoring and reviewing the quality of the client care and satisfaction. The results of this questionnaire can also be compared with data from other sources to identify strengths and weaknesses.

Even though staff are currently unable to work in the 'usual way' it is important to stay proactive and in communication with them. Lockdown is an opportunity to complete personal development reviews (PDRs) and set SMART targets. These could include researching new treatments and accessing training available in lockdown or keeping skills up to date by completing treatments on members with their bubble.

These targets can then be monitored and adjusted if needed. Giving staff a focus on the current climate will assist with morale and in accordance with the Michel, John W *et al* (2012) report this will eventually have an impact on client care and satisfaction.

Staff job satisfaction and morale can also be judged against client feedback and return appointments for specific therapists.

If a specific therapist keeps receiving negative feedback this can have an effect on not only client satisfaction but on the staff morale and well-being too. It is important to recognise these weaknesses and then support can be provided in the form of training and SMART targets in the hope to improve.

Staff well-being can also be monitored through staff sickness days. If there are repeated days off, especially work related reasons, improvements would need to be made.

Famously Richard Branson ethos is 'Take Care Of Your Employees And They'll Take Care Of Your Business' (Mistry 2017). Staff turnover is an indicator if the workplace is not a positive environment to be in.

The Branson quote and the Michel, John W *et al* (2012) report have the same conclusion and I believe in this attitude also. As a manager if you spend time and effort in cultivating your staff members you will gain so much back. Staff incentives and investing in them will gain you loyalty and a 'well oiled team' that will work hard to ensure clients are happy.

The next step is to devise a set of Key Performance Indicators (KPI's) in the format of an improvement chart to implement weaknesses identified from the questionnaire. This will then be shared in a team meeting with staff also receiving SMART targets related to the KPI's.

The overall aim is to have a 'Post-Lockdown' Relaunch and then review the changes made to see if it has had a positive effect on client satisfaction, staff morale and revenue.

Improvement plan on separate sheet.

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