

---

## Mystery Shopping Report

### General Information

**Salon:**  
**Service booked:**  
**Stylist:**  
**Score:**

### Before the appointment

Well above Average = 5    above Average = 4    Average = 3    below Average = 2    Well below Average = 1

### **Phone Call Score –**

Was the phone answered promptly?

Did the receptionist speak clearly & slowly?

Receptionist's name?

Was a contact tel. no. taken?

Were you offered directions?

Were you offered information on parking?

Were the appointment details confirmed back to you?

Did they say 'We look forward to seeing you'?

Did they thank you for calling?

### **Comments**

### **Recommendations**

**1. Speaking slowly & clearly** - all staff answering the phone should speak slowly, clearly & in a welcoming manner. Staff need to consider what impression they are creating of the business & of the brand. The pace of speech should be slow enough to be able to catch the receptionist's name

**2. Travel/Parking** – it should not be assumed that the client is familiar with the salon's location or the nearest station. Offering this information will increase the level of customer service & enhance the client's first impression of the salon. Even though this is a small detail, clients appreciate the gesture & this level of care will set the salon apart from its competitors

**3. Thank you for calling** – every call should be closed in this way. It is common courtesy to thank the client & demonstrates that the salon values them & appreciates their booking or enquiry.

**4. We look forward to seeing you** – it should be standard salon practice to say this to both new & regular clients. It enhances the level of customer service & increases the clients feel good factor towards to the salon. This pleasantry will differentiate the salon from others & clients will remember that they were treated with a high level of care

---

**The appointment**

Well above Average = 5    above Average = 4    Average = 3    below Average = 2    Well below Average = 1

**Reception Score**

Were you on time?

What did they say to greet you?

Did they say 'Welcome to.... ' ?

Did they offer to take your coat in a pleasant manner?

Waiting area (cleanliness & comfort)

Were you offered a refreshment at this stage?

Were retail products displayed attractively?

Were you kept waiting?

Did you receive an apology?

Were you helped on with the gown in a pleasant manner?

**Comments**

**Recommendations**

**1. Greeting** – consider a greeting of 'Good Morning/Afternoon, how can I help you?'

**2. Welcome to....** saying 'Welcome to.... ' sets the salon apart from others & increases the level of customer service. This is especially important when you know this is a new client & experiencing the salon for the first time. Quality restaurants, hotels, spa's etc would always greet every client in this way irrespective of whether they were new or returning.

---

**Consultation**

Well above Average = 5    above Average = 4    Average = 3    below Average = 2    Well below Average = 1

**Consultation Score –**

Did the stylist introduce him/herself by name?

Did the stylist greet you by name?

Were you escorted to your seat?

Was the stylist aware of the service booked?

Did the stylist understand what you wanted?

Did the stylist ask about your home hair care regime?

Did the stylist ask what products you used at home?

Did your stylist ask you what you have liked & disliked about previous hairdressing services?

Did your stylist discuss colour with you? (either your current colour or ideas for future consideration)

Did you receive a colour consultation?

Were you offered a skin test?

Would you consider having a colour service in this salon in the future?

Was the styling station clean & tidy?

How would you describe the stylist's attitude towards you?

**Comments**

**Recommendations**

**1. Introductions** – it is important for stylists to greet their clients by name. Hairdressing is a personal, individual service & the service delivered must be personalised to the client

**2. Home hair care regime** - without establishing how the client is currently looking after her hair at home, the stylist does not have the all the information needed in order to improve her hair, condition, styling or make meaningful product recommendations in the context of the clients specific hair care needs/problems. Open-ended questions should be asked about the client's hair care regime & the answers to those questions should be followed up throughout the remainder of the appointment

**3. Products used at home** – it is important to establish exactly what products the client is using at home & why they chose those particular products. Without this information, the stylist cannot assist the client in improving or enhancing their hair care regime & will not have a full understanding of which aspect of their professional expertise is best going to help the client take care of their hair

---

**4. Likes/dislikes** - asking this question will give stylists a fuller picture of the client's history & the level/quality of service they are expecting to receive. Knowing their likes & dislikes means the stylist is in a strong position to avoid their dislikes & exceed the client's expectations

**5. Colour** – stylists should be conducting a full consultation with clients & taking a holistic approach to their hair care. Open-ended questions should be asked to establish the clients colour history (if any), her thoughts, feelings, concerns about colour & making helpful & informative suggestions. Clients are often unaware of the options open to them & rely on being given expert advice from their stylist.

**6. Consultation skills** – a quality, in-depth consultation is a key element of customer service. It has to be as meaningful to the client as it is to the stylist. The client has to feel she was 'consulted with' & felt she could 'consult' her stylist. She should have her likes/dislikes discussed. Ideas & options should be offered as well as gaining an understanding of her hair/scalp type & her main hair care & styling issues as experienced at home. The stylist should listen carefully to everything the client says to gain a full understanding of her requirements. The stylist should then confirm everything with the client so the client is confident that she has been understood. The consultation should also be viewed as an opportunity to start building a rapport with the client & developing a trusting relationship.

### **The backwash**

Well above Average = 5    above Average = 4    Average = 3    below Average = 2    Well below Average = 1

#### **Backwash score:**

Did the junior/stylist check you were comfortable at the backwash?

Did the junior/stylist check the water temperature was okay?

Did the junior/stylist discuss the shampoo/conditioner used & why it was selected?

Did the junior/stylist discuss the benefits of using the products at home?

Did the junior/stylist ask if the massage was to your liking?

Did this feel like a pampering experience?

#### **Comments**

#### **Recommendations**

**1. Comfort level** – it should be standard salon practice to confirm the client is comfortably seated before commencing. Her neck & back should be comfortable & supported. Checking with her demonstrates to her that the salon cares about her & is good customer service

**2. Water temperature** – it should be standard practice to check the water temperature is okay every time the water is turned on. The scalp is far more sensitive than the hand & it should not be assumed that if it feels okay to the hand that it will do to the clients scalp. Again, this is all about care & attention extended to the client & an important aspect of providing an attentive service.

**3. Backwash products** – the client should be told what products have been selected for them, why those products were selected & the benefits of those products (today & at home) in the context of the clients particular hair care need as identified in the consultation. This is part of the retail process; clients expect to receive this information/advice & are more likely to purchase backwash products if their hair care need is handled in this way

**4. Massage** – the client should be asked if the massage pressure was to their liking & appropriate adjustments made depending on the client's response. A quality head massage will go a long way to delivering a pampering experience.

**5. Pampering experience** – clients have a high level of expectation at the backwash, they expect a relaxing, pampering experience & all care must be taken to deliver this.

---

---

**The cut & blow dry**

Well above Average = 5    above Average = 4    Average = 3    below Average = 2    Well below Average = 1

**Service Score –**

Did your stylist explain what they were going to do?

Did your stylist discuss the products they were using?

Did your stylist recommend any products for use at home?

Did you learn anything new about your hair or how to manage it?

Did you feel relaxed & comfortable?

Did you enjoy any conversation the stylist held with you?

Were you offered any refreshments?

Did the stylist show you the back of your hair when finished?

Were you pleased with the result?

Did your stylist give you tips on blow drying?

Did your stylist recommend a timeframe for your next cut/colour?

Did your stylist give you any information to take away with you?

**Comments**

**Recommendations**

**1. Explain what doing** – stylists should be explaining what they are doing throughout the service as part of the client care.

**2. Discussing products used** – it should be standard practice & a key element of customer care to let the clients know what products are being used, why they are being used & how they will benefit the client today & in the future, if used at home. The clients should be given the product to look at & engage with. As the result of using the product unfolds, the client should be shown the result & then asked what they think of the result achieved with the products. Stylists should recognise that products need to be discussed in the context of the client's particular hair care need as identified in the consultation.

**3. Product recommendation** - if the products used are discussed effectively, it is then very easy to recommend the said products as they have been demonstrated successfully & the client should by now have said how pleased they are with the result achieved by using the products. Their desire for the products will have been stimulated by the actions & conversation of the stylists.

**4. Conversation** – stylists should be leading the conversation by holding relaxed conversations with clients about their hair. This has to happen to build trust & rapport & to encourage the client to want to return

**5. Refreshment** – as a matter of courtesy, clients should be offered a refreshment at this stage of their appointment

---

**6. Blow drying tips** – this should be standard practice. Clients expect to be given helpful tips from the expert as part of the customer service

**7. Timeframe for next appt** – stylists should be advising their clients on the optimum timeframe for their next cut & their next colour. This is good customer service & is good business practice as it increases the number of clients rebooking as they leave the salon.

**8. Showing the result** – it should be standard salon practice to show the client the back & sides of their hair when finished. This is good client care & always expected by the client

**9. The result** – stylists should continually check that the cut/finish is what the client had in mind. Clients should be given every opportunity to say if they are happy with the result. The disappointing cut & finish could potentially be avoided by discussing all aspects in more detail in the consultation & again before the cut

### **Close of appointment**

Well above Average = 5    above Average = 4    Average = 3    below Average = 2    Well below Average = 1

### **Check out score –**

Were you escorted to reception?

Were you complimented on your hair?

Were you helped off with the gown?

Were you asked if you had all the information you needed for your home hair care regime?

Did you buy any products?

Were you asked if you would like to re-book?

Were you given the salon contact details or a welcome pack?

Did the stylist say goodbye in a pleasant manner?

Did the receptionist say goodbye in a pleasant manner?

### **Comments**

### **Recommendations**

**1. Complimented on hair** – the receptionist should be complimenting the client on her hair. This is good customer service & might have boosted this client's feel good factor towards the salon before she left

**2. Home hair care regime** – the receptionist/stylist should check the client has all the information she needs in terms of technique & products in order to take care of her hair at home. This is a low risk, non-pushy way of prompting the client should she wish to purchase the products that were recommended by the stylist.

**3. Re-booking** – effective re-booking is a key responsibility of the reception function whether it is manned by a receptionist or stylist. Failing to ask the client if she would like to re-book is unacceptable from a business & a customer service perspective. The business requires a high level of rebooking to sustain the business, the client can feel that her custom is not valued or wanted if she is not invited to re-book

---

**Overall comments about the salon**

Well above Average = 5    above Average = 4    Average = 3    below Average = 2    Well below Average = 1

**Dress code –**

**Staff Hair & Make-Up –**

**Staff attitude –**

**Staff communication skills –**

**Cleanliness -**

**Retail area –**

**Availability of current magazines –**

**Satisfaction**

**Overall Customer Service Score:**

How does this salon compare to others you have visited? (Much better, better, same, worse, much worse)

Would you recommend to a friend?

Would you visit the salon again?

Any other comments:

---