



CUSTOMER
RESEARCH
INTERNATIONAL

PERSONAL SERVICES REPORT CARD

Hair salons, spas, massage, nail salons, exercise classes, and other personal services have a vested interest in protecting their reputations in a business environment driven by referrals and word of mouth. Customer satisfaction and retention standards apply just as aptly to personal services—



Negative Word of Mouth Studies have shown that those who have a bad service experience are likely to tell an average of 8-10 others. Twenty percent of these people will tell as many as 20 others!¹

The Cost of Client Loss As we've heard time and again, it can cost 10 times more to attract a new customer than to retain a current customer. Losing a client due to poor service or other complaint is an expensive proposition.

The Value of Letting Your Clients Know You Care Having a feedback mechanism in place shows that you *do* care, assuring their loyalty when faced with competitors' attempts to lure them away. It is not only a feedback method, it is a *thank you message*.

What's Your ROI?

Increase the Bottom Line No one can do the math better than you. When you have a dissatisfied customer who *spreads the word* about their poor experience, you lose dollars to the bottom line and you have to spend more dollars to replace one or more lost customers. A successful Follow Up Report Card can help prevent turnover and actually increase referrals.

Process Improvement As a practical matter, knowing how your clients perceive your service and related processes (appointments, waiting time, pricing) helps in refining *how you do business* from the top down.

Increase Staff Productivity and Performance It is human nature—when we know we're being measured, we perform better. This effect is even greater when measurements are linked to incentives, monetary or otherwise.

¹Barlow, Janelle and Moller, Claus. *A Complaint is a Gift: Using Customer Feedback as a Strategic Tool*. San Francisco: Berrett-Koehler, 1996.

THE CRI REPORT CARD PROGRAM

CRI provides a *proactive* program to assure satisfaction and turn negative experiences into win/win situations for your clients *and* you. The key mechanisms include—

A schedule of follow-up phone calls designed to catch your client at home, work, or by cell—any number the client has provided as a contact. We let you know within 24 hours of any *situations* that need your immediate attention.



A Report Card designed to readily assess customer satisfaction, uncover any dissatisfaction, and encourage the customer to allow remedial action when called for. Or hopefully, provide an opportunity to feedback a positive customer experience.

| | | | | | |
|----------------------|---|---|---|---|---|
| Friendly Staff | A | B | C | D | F |
| Understands My Needs | A | B | C | D | F |
| Prices | A | B | C | D | F |

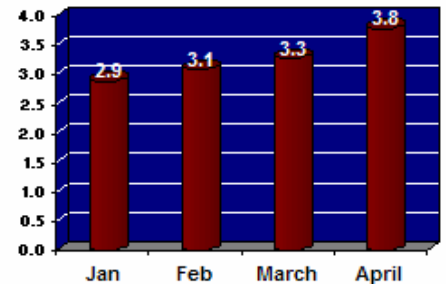
encourage the customer to allow remedial action when called for. Or hopefully, provide an opportunity to feedback a positive customer experience.

An online Report Card option to assure a convenient and more comfortable avenue for feedback.



CRI hosts this survey for you to assure your clients' comfort and sense of anonymity with a convenient link to CRI's own site: www.OurReportCard.com/CompanyName.

Monthly tracking reports provide snapshots by month, location, professional, and more in order to identify bright spots, problem areas, opportunities, and trends. These reports can also serve in administering bonus and incentive programs, employee of the month programs and other internal initiatives.



The Follow Up Report Card is *the* way to measure satisfaction, increase loyalty, increase referrals, assure continual improvement, and discover any hot spots in need of immediate attention for a wide range of personal services—

Hair Salons · Spas · Massage · Nail Salons · Exercise Classes
Pet Boarding & Grooming

The key to a successful Follow Up Report Card program is timeliness. With CRI's 100-station phone center, we are able to begin making contact with your customers within hours of their service experience.

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