



It's the little things that count

Customer Care Consultant Julie Eldrett wants your clients to experience magic moments.

With spring in the air, this is a time where everything feels and looks truly gorgeous. There is a sense of positivity in the air, and no more so than on Michel Roux's 'Service' on BBC 2 where he set out on a personal mission to train eight young people as front of house super stars. I have been glued to this series as I feel that Michel and I are speaking the same language; not French but the language of excellent customer care. Time and time again during the series, Michel and his team of experts spoke of those 'magic moments' in customer care and these two words are the core of my philosophy of excellent customer care.

So what is excellent customer care?

Research has shown that customers want to be looked after by team members who are enthusiastic, polite and interested in how the customer is feeling. Nothing should be too much trouble, as team members take genuine pleasure in helping the customer while in the salon's care. It's all about pride and attitude. It's no good having team members who do not have pride and who may demonstrate a negative attitude while working in the salon. Being unwilling and negative is unacceptable in our industry.

Now more than ever 'it's not what you do but the way you do it' that will make the difference

between a happy and unhappy customer

'Attention to detail always wins'. Get to know your customer and their little idiosyncrasies as this will help them feel you care for them.

Helping people feel cared for is an emotion and based on customer feedback/research, customers decide to come back or not, based on 70% emotion and 30% technical ability of the salon. A recent survey* has shown the second top reason why women come back to a salon is that they look and feel great, not necessarily due to the technical aspects of the haircut.

Help your customers to experience little 'magic moments' during their salon journey so they leave feeling happy and cared for.

Attention to detail and high standards are invaluable during the customer's journey, especially if a customer is served a refreshment at reception before their journey starts within the salon. If a coffee cup is chipped or the coffee is too strong, as the customer was not asked how they take their coffee, then this gives indicators to the customer that the salon does not care what they think. This in turn gives the customer the impression that the team do not necessarily care about them and may not be concerned about how they will style/colour their hair. Ensure your team and service are consistently creating the right impression for all your customers. As customers will return to a business they can

trust. Other little details may include birthdays, anniversaries and special occasions that the customer has spoken about on previous visits. Make notes of these on the customer file so that on their next visit a member of the team can politely mention the special occasion which will make the customer feel extra special.

Twenty years ago, I started my own salon and we always talked of customers being welcomed into the salon as a 'welcomed guest'. I constantly explained that it's the little things that count and that the smallest of detail can make the biggest difference. Even though I don't own that salon anymore, they are still using the same philosophy. When I sold the salon, the team presented me with a gold charm with the words 'it's the little things that count' on the back.

I wear the bracelet and charm everyday with pride to remind me how successful my theory was and still is.

Providing excellent customer care is a passion of mine and I am constantly researching into how we, as an industry, can improve our standards. At **Professional Hairdresser Live**, I will be presenting a seminar on this subject so come along and get some excellent tips for making sure you and your team are providing your customers with the highest standard of customer care.

* Precision Retail research

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