



Making the Grade

The 100-point Client Experience Checklist

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Pre-experience

1. Can my clients book online?
2. Is my Online Booking link readily available?
3. Do I have a website? Is it updated with the correct information?
4. Do I have social media? Is it updated with the correct information? Do I post often?
5. Do I answer the phone warmly?
6. Do I have voice mail if I cannot answer the phone?
7. Do I offer upsell options when my clients book?
8. Do I take a deposit for first-time clients?
9. Do I provide directions?
10. Do I provide day-before confirmations?
11. Do I provide appointment reminders?
12. Do I have a cancellation policy? Is it clear, concise, and quickly found?
13. Is my parking lot clean?
14. Is my salon well-lit on the exterior so it's safe?
15. Is my front window and door free of fingerprints?
16. How fast do I greet clients upon entering my business?

Greeting and Check-in

17. Am I greeting clients by name?
18. Am I confirming services?

19. Am I offering additional services?
20. Am I advising clients if there is a wait?
21. Do I offer clients a beverage or a magazine?
22. Am I running on time?
23. Is the waiting room clean?
24. Is the music appropriate?
25. Is the temperature in the salon comfortable?
26. Can clients overhear inappropriate conversations with the desk staff?
27. Do I come up to the front to greet my client?
28. Do I look the part with my hair, makeup, and attire?

Consultation and Pre-service Delivery

29. Is my client greeted professionally?
30. Do I ask if my client wants to change into a smock? Do I show them where to change?
31. Do I perform a comprehensive consultation?
32. Do I use pictures?
33. Do I ask about prior experiences?
34. Do we discuss future experiences?
35. Is my station clean?
36. Did I sweep up the hair from my previous appointment?
37. Is my Barbicide jar funky?
38. Is my mirror clean?
39. Are my tools clean from previous services?

At the Shampoo Bowl

40. Do I check the water temp?
41. Is the bowl clean?
42. Is the trash or used towel bin overflowing?
43. Do I discuss the shampoo choice?
44. Do I discuss the conditioner choice?
45. Is the scalp massage proper pressure? Do I ask?
46. Do I cape and drape my client properly?

47. Do their clothes get wet?
48. Is the shampoo experience long enough?
49. Do I offer clients the products for home use?
50. Is the floor dry and safe?
51. Are the vents clean?
52. Are there bright lights in their eyes?

The Service

53. Is the chair lowered for easy access?
54. Is the chair clean?
55. Is my workstation clean?
56. Is the floor around my station clean?
57. Is there a place for my client to put their purse? Do I point it out to them?
58. Am I using a neck strip or a clean towel?
59. Is the cutting cape clean?
60. Is the cape closed securely yet comfortably?
61. Is my client's hair dripping on their face?
62. Do I reconfirm what we are doing today?
63. Do I offer them options and updates?
64. Do I tell them how long this will take?
65. Do I discuss the price ahead of time?
66. Are my tools old, dull, or broken?
67. Am I prepared with all the tools I need for the service?
68. Are there appropriate salon conversations happening?
69. Is there a positive vibe with my team?
70. Do I check on my client when their color is processing?

The Finish

71. Do I confirm that they like what they see?
72. Do I show them how to do it themselves?
73. Do I explain the products I use?
74. Do I offer these products for purchase?
75. Do I explain the tools I use, combs, brushes, etc?

76. Do I offer these tools for purchase?
77. Do I remove the cape in a way that does not get hair all over my client?
78. Do I lower the chair so my client can exit comfortably?
79. Do I offer to take a picture?
80. Do I walk them up front?
81. Do I thank them?

The Checkout

82. Do I explain payment options?
83. Do I offer to hold a card on file for future payments?
84. Do I ring them up and explain the charges?
85. Do I offer to book their next appointment?
86. Do I ask them to send a referral?
87. Do I ask them about gift cards, packages, or memberships?
88. Do I make sure they enroll in my rewards program?
89. Do I sell them the products we discuss?
90. Do I confirm their home-care routine?
91. Do I offer a make-up touch-up?
92. Do I ask them to fill out a survey?
93. Do I thank them again?
94. Do I bring their coat or jacket?

Post-service

95. Do I text my client a few days after service to ensure satisfaction?
96. Do I send out a product recommendation if they don't purchase retail?
97. Do I send a "thank you" email or text for their visit?
98. Do I send a reminder if they don't make their next appointment?
99. Do I keep in touch between appointments (newsletters, etc.)?
100. Do I send a reminder when my client is running low on a product?