



Front Desk Guidelines

It is essential that our customers are getting the same Bellacures customer service experience throughout all of our stores.

Review the guidelines with members of your team monthly.

General Customer Interactions:

1. If a customer wants to talk to the store manager or owner regarding anything positive or negative feedback:
 - a. Take down their full name, phone number and email address.
 - b. Email the store manager and CC the store owner if applicable.
 - c. Follow up and make sure the customer was responded to **that same day with a resolution.**
2. The phone should be answered at all times. If you are unable to talk on the phone because a customer standing in front of you, answer the phone and ask the customer “I apologize, may I put you on a brief hold”?
3. If you miss a phone call, check the caller ID and call the number back and say: “This is Bellacures calling you back. So sorry we missed your call. How may I help you today?”
4. A customer who comes in up to a ½ hour before the store is closing, should never be turned away. Find a manicurist who will take their services.
5. All stores should stay open until their actual closing time. Manicurists and front desk staff should not leave the store until ½ hour before the store is closed at the earliest (and only if they have no appointments).

Answering Emails

1. All customer appointment request emails should be responded to immediately. Leave the store email open on the computer to ensure that all emails are seen.
2. All customer service emails sent to the store should be answered by the manager within the same day- if this is not possible for any reason, forward the email to your store owner or regional manager.

Email Content

1. Always use the greeting: Dear [Customer Name].
2. Always use the closing: Best [Your Name] or Sincerely [Your Name].
3. Use complete sentences.
4. Use the word “you” as often as possible rather than “I” or “we” (ex: You are confirmed for X service).
5. If there is any question about the meaning of an email, call the customer- if you don't have their phone number, email them and ask them “May I please have your phone number to call you and clarify something from your email?”

Answering the phone- see phone script below

1. State your name and the Bellacures location you work for.
2. If customers are coming in for the first time, ask them to spell their first and last name and ask for their phone number AND email address
 - a. It's essential that this information is put into the system correctly to confirm appointments, in case of a customer service issue and for marketing purposes.
 - b. Repeat their appointment date, time, the services they are getting and any manicurist requests to confirm you have the information down correctly!

Customer Complaints

- 1. Do not let a customer leave the store unhappy with their service.**
 - a. If someone complains about their manicure or pedicure quality while they are in the salon, the service should be offered to be redone at no charge.
 - b. If they are unable to have it redone that day, they may return in the next 2-3 days to have it redone.
- 2. If a customer calls or emails with any type of complaint, they should be responded to the SAME day they complain.**
- 3. If a customer calls or emails after the store closes, they should be responded to first thing when the store opens the next day.**
 - a. If you are not in the store the following day and you took the call or saw the email, it is the front desk's responsibility to make the store owner and manager aware of the complaints.
- 4. If a customer calls or emails to complain about the quality of their manicure/pedicure or their manicure or pedicure chipping, they can have it redone free of charge within 2 days of contacting the store if:**
 - a. **It is within 3 days for a normal manicure/pedicure**
 - b. **It is within 7 days for a Power Polish manicure/pedicure**

- c. **It is within 10 days for a gelicure**
5. **If you schedule a customer to come back in to have their nails redone after they make a complaint:**
 - a. **Put notes in that customer's appointment booking.**
 - b. **Email all front desk staff, the store manager, and store owner or regional manager so they are aware of the complaint when the customer comes back in the salon.**
 - c. **Address this with the client when they come back in to make sure the follow-up visit is successful.**
6. **If a customer is cut during their service and it is brought to your attention while they are in the salon, that mani or pedi should be comped.**
 - a. If they call or email about being cut, they should provide pictures of where they were cut and you can check with your store owner to see what will be offered to them. *It is up to your store owner/manager if they would like to comp the customer's services the next time they come in as well.
 - b. For corporate owned stores we refund the mani or pedi that the client was cut during and offer them a complimentary service next time they come in for whatever they got that they were cut during.
7. If a customer complains about anything other than: the quality of their service, their manicure/pedicure lasting (nails chipping or peeling prematurely) or about being cut, it is up to your manager or store owner's discretion if they would like to reimburse a customer or comp their services.

*Remember that all customer discounts and redos are only for the location where the services were done so please remind the client of this.

Yelp Complaints:

1. Check your Yelp page 3 times a week at minimum. The more you check it, the quicker you'll be able to respond to reviews.
2. Respond to all negative Yelp reviews by **CALLING** the customer to follow up on their experience. Check Mind Body Online's appointment book for the few days prior to the Yelp review as well as the day of the review. Look for customers that have the same first name and last initial.
 - a. Call them and say "Hi, I'm calling from Bellacures, and I was hoping to hear more about your experience at our store, and see what we can do to make this situation better for you."

- b. Get a good description of their opinion of what happened and take notes in Mind Body Online under the customer's profile in the Contact Logs tab. (That way all information is stored for reference).
 - c. Do not argue with the customer no matter what they say. Listen to what they are saying even if it sounds ridiculous or like it is made up.
 - d. Offer the customer a complimentary re-do of their manicure/pedicure/gel manicure in the next few days. If they cannot make it, let them know that you'll make a note under their account for a complimentary service (same service as the one they are complaining about). Remember, you can only offer complimentary services at your location(s).
 - e. Research who was working at the front desk, and who the manicurist was that completed their service(s). If necessary, get all sides of the story, so you are better able to ensure that it does not happen again. Meet with your team about the feedback.
 - f. If the customer comes back in and is satisfied with their service, ask them politely if they mind updating their Yelp review.
 - g. Wait 1-2 weeks and if the review is not updated, post a public comment saying, "Thank you for coming back in to give us another try. We hope your complimentary service was to your satisfaction, and you come back again sometime soon. With much appreciation, Bellacures (your store location) Management."
3. If the customer cannot be found in Mind Body Online, post a public comment saying, "We'd love to help fix the situation, but we don't have your contact information, so please email us at [the store's email address] to discuss what we can do to help make sure you are satisfied."
- a. If the customer reposts something hostile, ignore it, it is not worth responding.
 - b. If the customer contacts you, make sure you follow up the same day and ask them to come back in for a complimentary service.

Maintaining the Salon Appearance

The front desk is responsible for keeping the salon clean during the day while manicurists are busy in services

1. Remove all polish bottles from the side tables and chairs
2. Push pedicarts and stools back where they belong and ensure all pedicarts are turned in the same direction
3. Wipe down pedicarts if manicurists don't have time in between services
4. Sweep the floor- should be no garbage on the floor anywhere in the salon
5. Restock bathroom supplies
6. Clean dirty polish bottles on polish racks
7. Clean dirty LED lights

8. Service Spot Checking

1. The front desk person should be checking on each customer at least once during their service
 - a. Do not stand behind the desk if there are no customers checking in or out
 - b. It is important that the front desk person be circulating the store to pick up on customer service issues before they happen
2. Observe and listen- if you see or hear any type of miscommunication or difficult communication happening between a customer and a manicurist, step in immediately to prevent any issues and provide assistance.
3. Ask customers how their manicurist was (in addition to their service) when you are checking them out and note this information
4. Look out for body language- if someone looks unhappy while they are in service or checking out, they probably are, and should not leave until they are made happy. Check in with the customer and offer options to make them happy before they leave.

Dress Code for Front Desk Staff:

1. **Bellacures embroidered polo shirt for corporate owned stores**
 - a. **Shirt may not be tied or rolled up to reveal the midriff or make it tighter**
 - b. **Uniform shirt should not have any stains or holes in it. If they do, get a replacement.**
2. **Jeans or solid black pants**
 - a. **Pants may be cropped/capri pants as long as they are slightly above knee length or longer**
 - b. **Shorts and skirts are not to be worn**
 - c. **Pants should not have any cut outs or holes on them**
 - d. **No baggy sweatpants**
3. **No rubber flipflops**
4. **Nails (and toes if visible) must be manicured or buffed at all times- no chipped polish**
5. **No sunglasses on head or body while on the clock**

Front Desk Behavior

1. Smile and be energetic.
2. Have a positive can-do attitude.

3. Personal cell phones should be put away. If you need to make a phone call, or send text messages, go somewhere out of the customers line of sight if possible.
4. No personal use of the internet
5. No chewing gum or eating at the front desk

Monitoring Manicurist Behavior

It is the front desk's job to monitor for the following behaviors. Please ask your manager or franchisee how any misbehavior is to be handled in your individual location.

1. Manicurists are only to speak English on the salon floor
2. Conversations between manicurists are to be kept to a minimum on the salon floor- socializing should be kept to the back area of the salon.
3. No eating on the salon floor for sanitary purposes.
4. No arguments in front of customers regarding rotation or any personal issues.

Front Desk Scripts

Phone Script:

1. Good (time of day i.e. Morning, Afternoon, Evening). Thank you for calling Bellacures Beverly Hills. This is (name) speaking, how may I help you?
2. Have you ever been to Bellacures before?
 - a. If YES: Can I please get your name and email address?
 - b. If NO: Great, welcome to Bellacures! **Let's start with an email.... (get the email)...** phone number (get the phone number)... first name and last name (now you have a complete client profile.can I please get some information for you so we can set up your appointment?
3. Once you have created a client profile for them, ask them what services they want and the time of the appointment: "Great! We have you in the system now, what service would you like today and what time would you like your appointment to be?"
 - a. This is your opportunity to up-sell: "Have you gotten a chance to check out our menu online?"
 - b. Then Ask: "Did you want to try any of our special add ons for your service(s)?"

4. Ask them if they need directions or advice on parking:

5. Confirmation: So we have you booked down for a (service) at (time). Is there anything else I can help you out with today?

a. Closing: Well thank you so much for calling and we look forward to seeing you soon. Have a great (time of day)

OR

6. If they are a regular, a quick closing line option is: "(client's name) you're all set for (service) at (time) on (date). See you then! Have an awesome rest of the day (or night)

Script for clients in the salon:

1. Greeting: Make eye contact, smile and say, "Welcome to Bellacures, how can we help you today?"

a. Did you have a scheduled appointment?

b. If a customer is getting just a manicure or just a pedicure, always ask them if they want the alternate service (i.e. customer only wants a manicure, ask them if they need a pedicure as well)

For First Time Clients:

2. Up-Selling: "Bellacures is really known for our amazing signature services for hands and feet. Can I tell you a little bit more about our add-on services?" (If someone doesn't know what to get help them out by telling them what your favorite service is).

3. You can review our cleanliness policy with them by saying, "Bellacures really prides itself on its cleanliness standards, can I tell you a little about what we do that makes us different from other salons. We:

- a. Sterilize all of our tools in a medical grade autoclave before every use
- b. Use brand new buffs, files, toe separators, gloves for all of our services
- c. Place individual pedi liners in our pedicure tubs so your feet are never sharing water with the last clients

Here are some other examples of greetings for a customer at the desk:

4. "Welcome, how is your day going so far?"

5. "Thanks for coming to Bellacures, how are you today?"

If someone seems confused about the services and is staring at the board say:

6. "What type of service are you interested in? Do you have any specific dryness or callouses you would like taken care of today?"

If someone seems to be having a hard time picking a polish color when they come in:

7. "Choosing a color is always such a hard decision, let me help you."

OR

8. "What types of colors do you usually get? Do you want to try something different today?"

Once they are seated or while you are seating them:

1. Can I offer you some water or tea (or coffee if you offer it)?

2. Have you picked out a magazine? If not, I'm happy to bring you an assortment.

Items to Keep in Mind:

*Refer to the customer by their first name at least twice and try to remember something special about them- put this information in the notes section on Mind Body Online under their customer profile.

*The goal is to get the customer seated and the services started as soon as possible so we aren't running behind. Do not take more than a minute or two to help the customer choose polish color. You are their liaison.

DO NOT:

Do not over complicate their selection process by being indecisive

Do not seat a customer at a station that does not look perfectly clean

Do not talk too loud so you are disrupting other customers

Do not get frustrated if the customer is indecisive

Do not Mis-quote the time it takes to complete a service or the waiting time if a customer's services haven't started yet

Signs that a customer is interested in hearing about other services:

Looking at menu

Unsure about what they want

In a great mood

Signs that a customer is NOT interested in hearing about other services:

No eye contact

Cutting you off mid-sentence

Goes straight for polish selection

Script for Checking Out a Customer

1. Warmly greet them by saying:

a. "How did everything go today? Awesome, so I just want to confirm, today you received a (service) by (technician name) and your grand total is \$\$\$.

How would you like to pay today?

b. If they do not already have the tip amount out, kindly remind them that, "Our tips are cash only and if you need, we have an atm machine."

*Check with your store location on tip policy.

c. If a customer asks why we only do cash tips, you can use following answer: The manicurists prefer it.

Another option when a customer is leaving, instead of saying How was your service, say:

2. "Can I see your manicure? How was it today?" (Seem interested when asking this question and either take their hand into yours or look closely at it.)

3. "How was your pedicure?, Let me come see it." (Then come around the desk and actually look at their feet to see how it was).

**Don't forget to get the client's email and birthday. Tell them that our system sends a birthday email to them giving them \$5 off any service for the month of their birthday. You only need the month and day of their birthday (not the year).