

Back On Track: Your Industry Benchmarks

*Data and insights from over
2,500 salons in UK & Ireland.*

Brought to you by

Phorest Salon Software

+353 (0)1 8747800

+44 (0)207 100 9290

letsgrow@phorest.com

www.phorest.com



Benchmark Metrics Help You

1. Get Perspective
2. Identify Performance Gaps
3. Develop a Culture of Continuous Improvement
4. Set Expectations
5. Monitor Change



What Are the Most Important Success Metrics?

Choose the metrics that

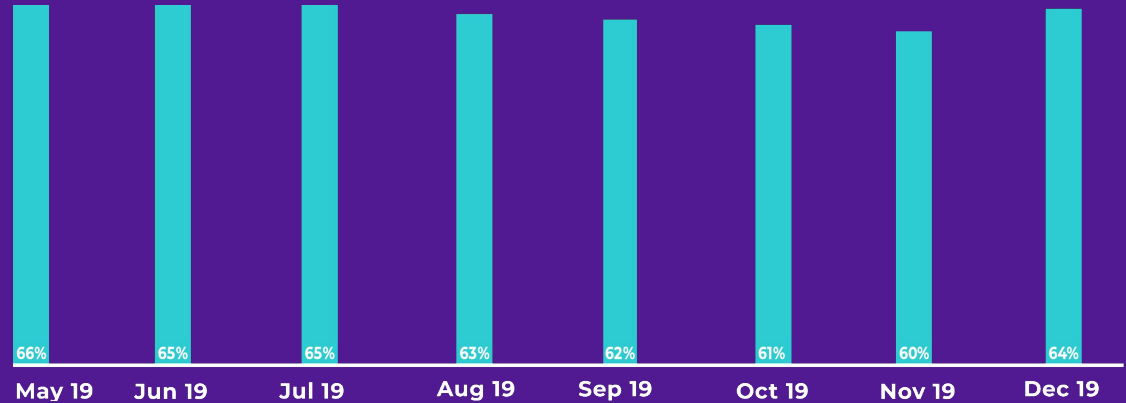
1. Drive growth (new business)
2. Drive retention (repeat bookings)
3. Drive revenue (higher average ticket, increased retail sales)



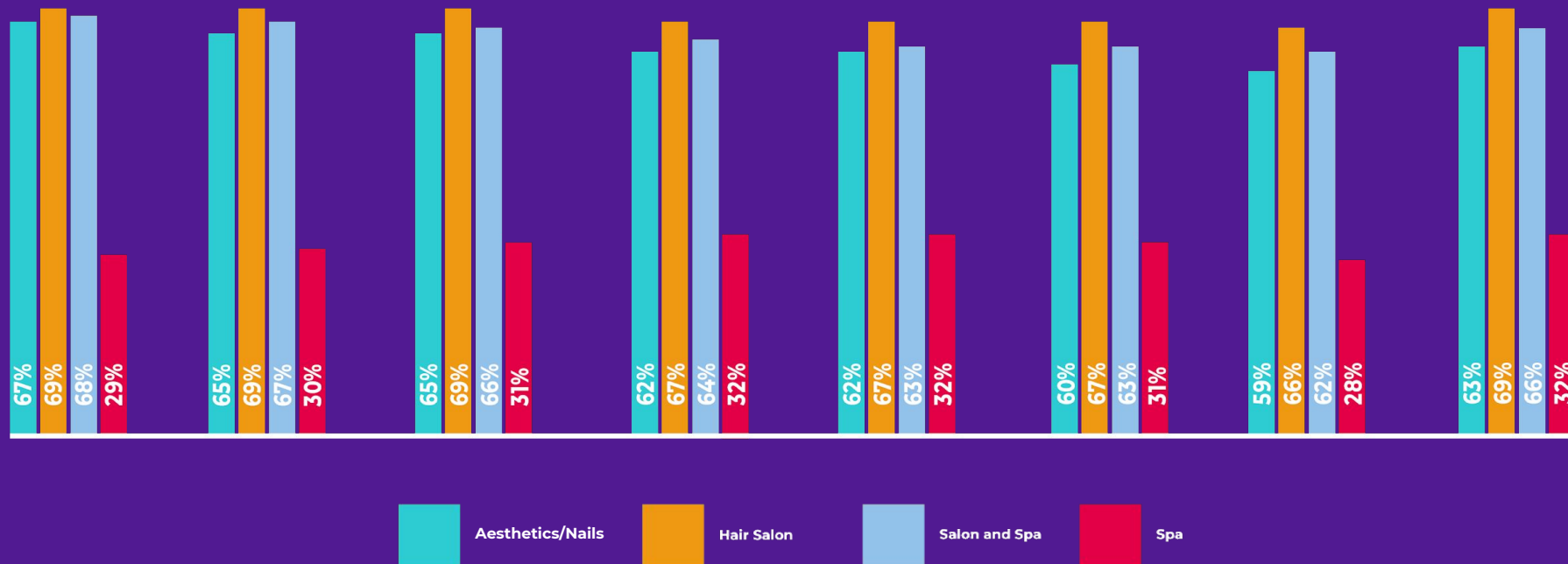
Retention (2019)

- To have an above average retention rate you should be aiming for 66% or higher
- This increases to 70% or higher if you run a hair business, or as low as 32% if you run a spa

Average Salon Retention Across All of UK and Ireland



Average Salon Retention (May - December 2019) By Specific Salon Types



Client Reconnect: Phorest's Retention Success Tool

- Segment and target your missing clients
- Personalised SMS

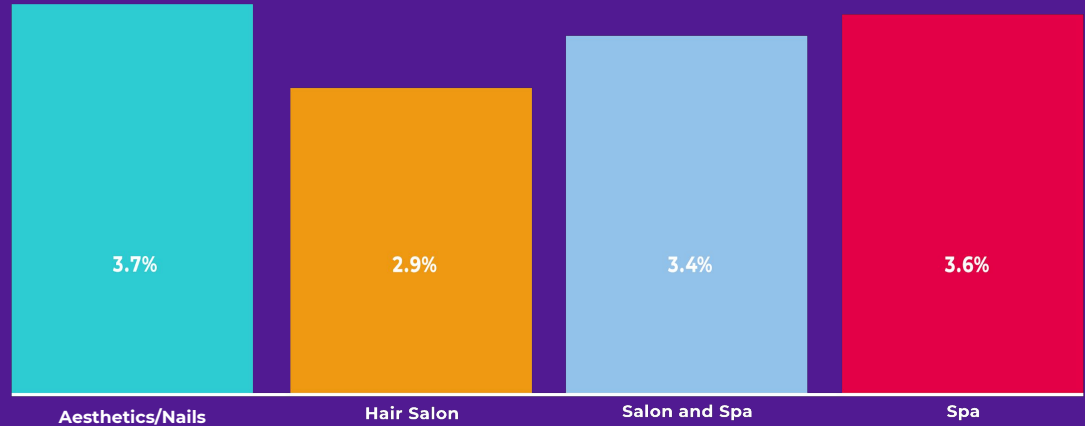
See more about
client reconnect



No-Show Rates

- Aim for less than 3.4% no-shows to stay ahead of the curve
- Aesthetic clinics and spas face bigger no-show challenges

Average No-Show Rates In UK and Ireland By Business Type - August 2020



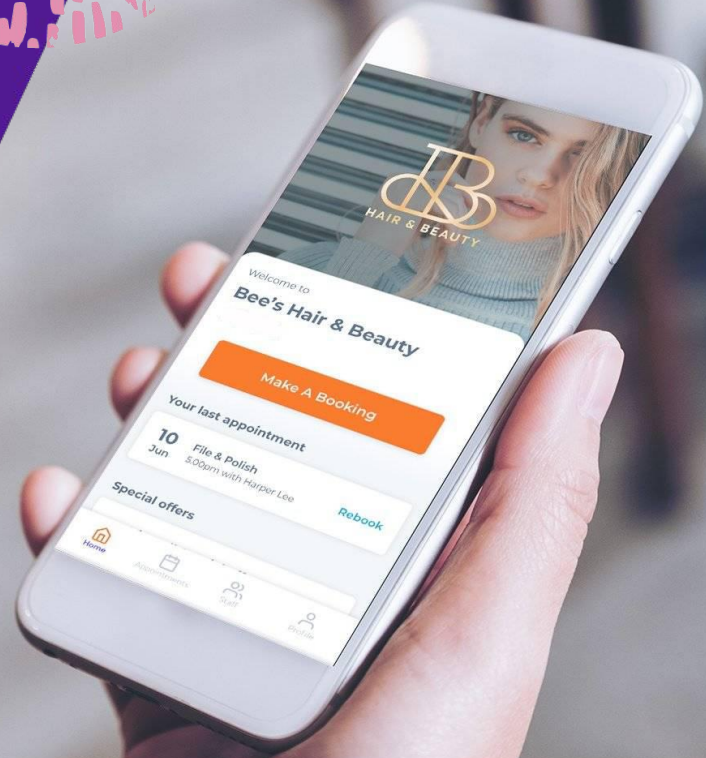
Online Bookings Have a 50% Lower No-show Rate

- Establish & communicate a clear no-show policy
- Booking deposits
- Booking reminders

See more about
Online booking



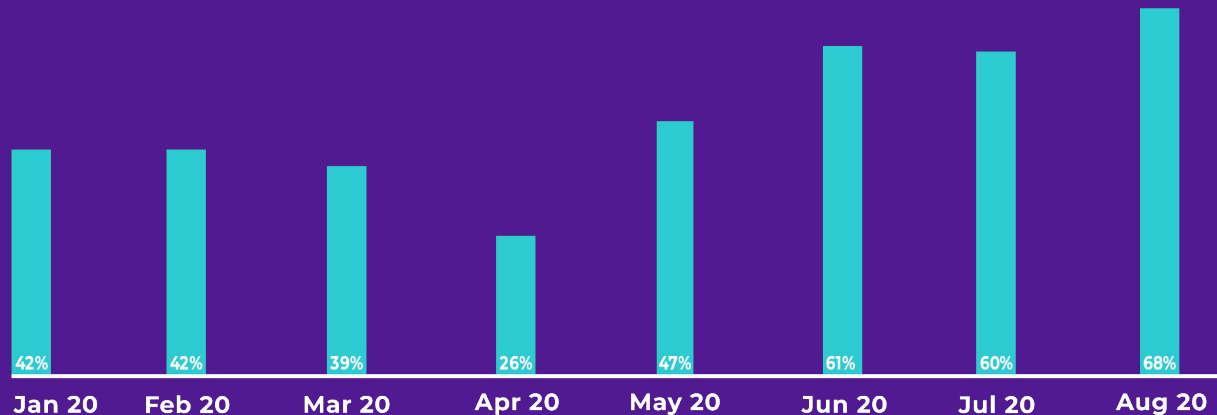
Phorest extras:
Auto SMS reminders, Online Booking



Online Bookings

- More important since the pandemic
- Top 20% performing salons get now get as much as 68% of their total appointments from online booking

Average Top 20% Online Booking Performers in UK and Ireland



Online Booking Success via Smart Marketing

- Revamped Email Editor
- Dyslexia friendly, 500,000 free images
- Proven-to-work templates by marketing experts

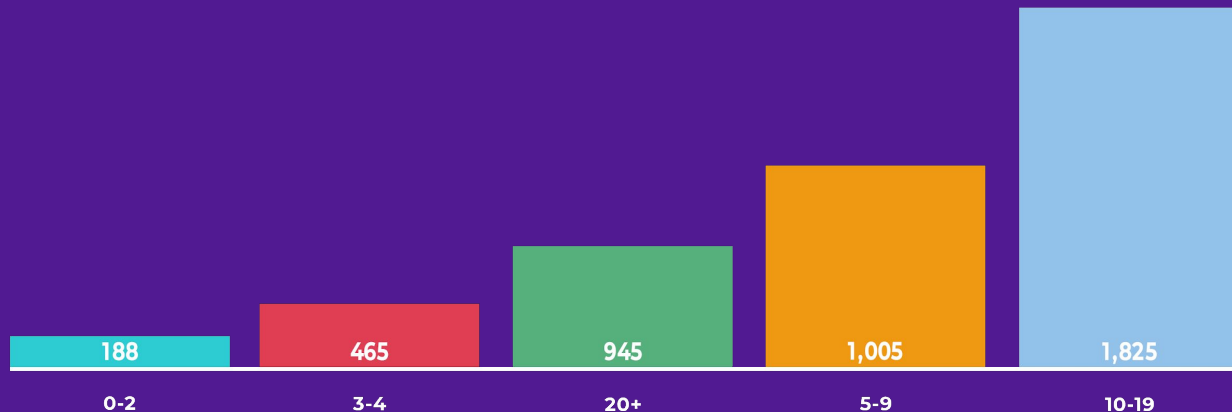
See more about
Phorest's marketing suite



Marketing Revenue

- Make sure you benchmark against salons *like you* when it comes to revenue
- Track these benchmarks monthly, quarterly and annually
- Create a marketing calendar using your metrics

Average Marketing Revenue £ Per Salon Size in UK and Ireland for August 2020



Marketing Revenue Success Levers

- Prioritise collecting client demographics
- salons have on average only 30% of their clients' email addresses
- Leverage client categories
- Utilise pro marketing techniques, templates and resources to get it right

**See more about
Phorest's marketing suite**



Phorest extras:

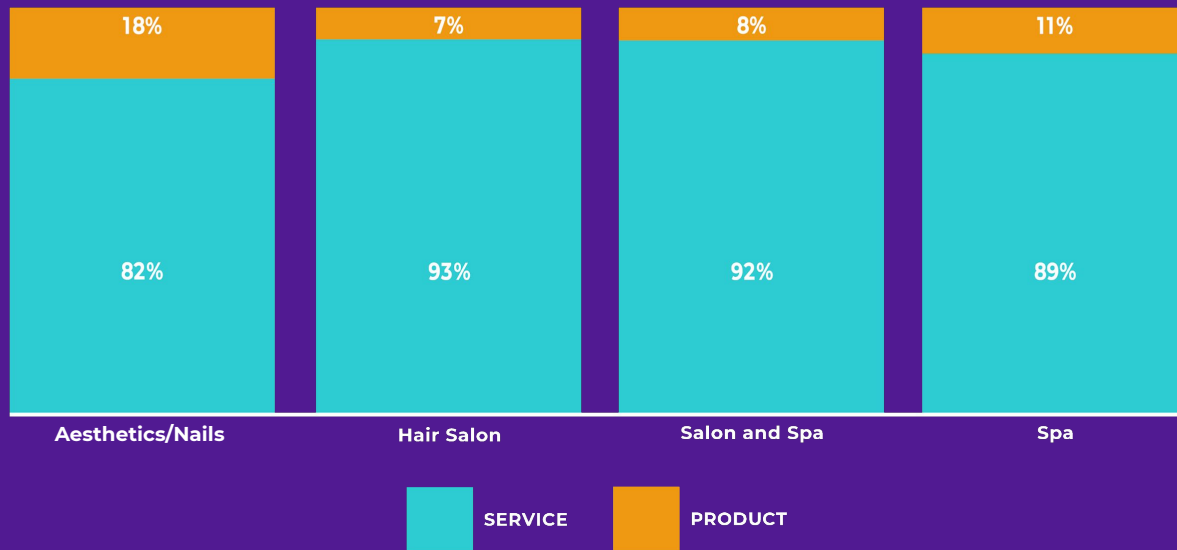
**The Marketing Suite, New Editor,
Fallback SMS**



Retail Sales

- Nail and Aesthetics - your benchmark is high! Aim to be making 18% + of your revenue from retail sales
- Hair salon average is 7% - use this to motivate staff if you are falling under par

Retail, Product Sales Last 3 Months in UK and Ireland - By Salon Type



Your New Online Store

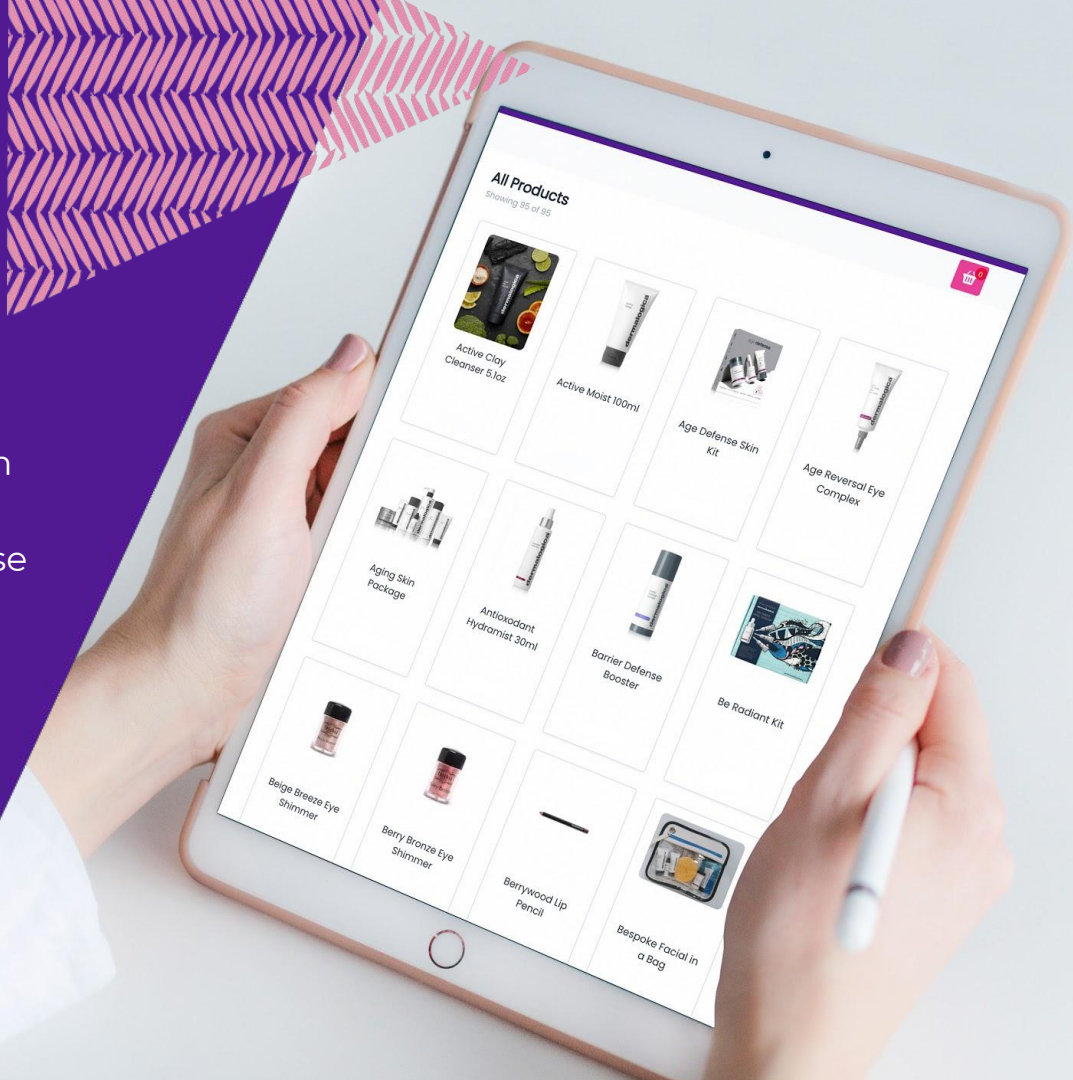
- Easy to set up
- Market directly from your Phorest system
- Create income even if salons need to close

**See more about
Phorest's online store**



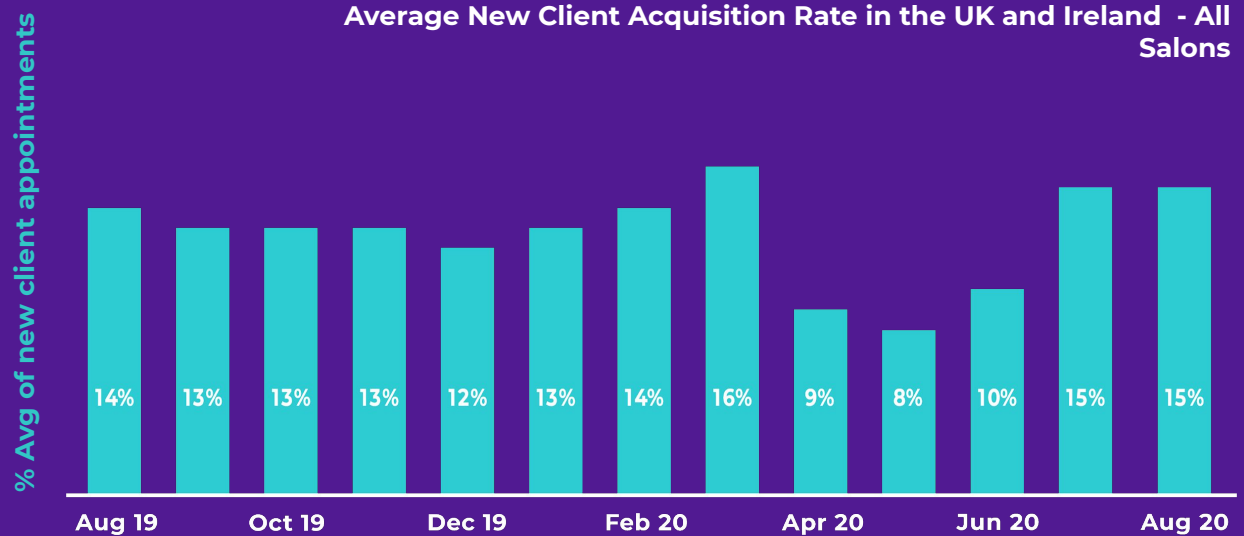
Phorest extras:

**Pre-send Consultation Forms, Retail
Category Performance Report,
Automated product reminders**



New Client Acquisition

- COVID hasn't had a significant impact as of August
- Aim to draw in 15% new clients to be hitting average



Online Reputation Manager

- Your online presence is more important than ever
- Increase visibility and authority on Google and Facebook
- WIN a Phorest Client Experience Award!

**See more about
online reputation**



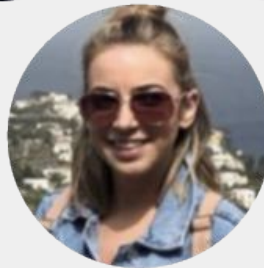
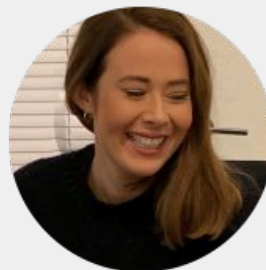
Your Practical Steps to Reviving Your Salon

- Choose the metrics you want to change
- Know your salon benchmark
- Identify your levers - what action can you take?
- Set new targets
- Take action!



Your Personal Salon Business Advisor

- Available to help you with your business growth
- Advice on marketing and benchmarking
- Only salon software with your own personal sidekick!



Meet your salon business advisor here



Phorest Software Made For Your Success

Built exclusively for the salon & spa industry, Phorest is the software of choice for over 7,000 forward-thinking owners globally. It's now more important than ever to retain and grow your customer base, and as a busy entrepreneur, you need an innovative system that not only solves everyday problems, but also helps manage and grow your business. Phorest has cutting-edge marketing tools and strategies to help you scale and keep clients coming back in, spending more & generating more referrals.

If you would like to find out more about how Phorest can help you Manage, Market & Grow your business, please reach out, request demo, and we'd be happy to give you a walkthrough of what we do best.

Book a demo today

Already in the Phorest family?

If you are already a Phorest client and have any strategy or growth related questions, please email growteam@phorest.com and your Salon Business Advisor will be in touch.



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