



# SALON BUSINESS SECRETS

## SALON STANDARDS CHECK LIST FOR MYSTERY SHOPPERS

“The Little Things” – those details can make or break your Spa Experience. Use the checklist below as a guide to help you identify areas that may need attention in your Salon. As the true Mystery Shopper, you probably won’t be able to take the checklist with you to the salon, so it should be filled out as soon as possible to get an accurate evaluation of your experience. Try and be as objective as you can and give additional detail where possible.

## THE APPOINTMENT BOOKING PROCESS

First contact with the client should be efficient & friendly. Any questions should be answered promptly and clearly.

	YES	NO
1. The phone was answered promptly (within 3 rings) If no, the phone rang approximately ____ times before being answered.		
2. I got through to the Salon on the first attempt If no, how many attempts were made before getting through? ____		
3. Service and appointment information was provided: Promptly with no time spent on hold After being placed on hold for ____ minutes In a return phone call within ____ minutes after the initial call		
4. Staff members offered clear directions to the Spa/Salon		
5. The staff member was confident and knew what she was doing/ saying		
6. Staff members explained special requirements/ preparation for the appointment		
7. Staff members explained payment options, Spa policies and cancellation policy		
8. I had the full attention of the staff member when I booked and they didn't seem distracted or inconvenienced		
9. A reminder call/email/sms was received If yes, how many days before the appointment? ____		

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## THE ARRIVAL PROCESS

The first glance at the Spa / Salon's inner workings can help set the comfort level and atmosphere in the salon. Reception staff should have knowledge of spa services and policies while treating guests in a welcoming, professional manner.

	YES	NO
1. I was greeted promptly by a member of reception staff		
2. If no, please state the reason for the delay ___ Staff talking/socialising with other staff members ___ Staff on the telephone ___ Staff busy with another guest Others (please explain below)		
3. Staff offered me a brief tour of the Spa/Salon		
4. Staff offered to take coat/get beverage/help me make feel more comfortable		
5. Staff took control of the process and made me feel more relaxed and I knew exactly what was happening		
6. Staff qualifications and other certifications were clearly displayed and up to date		

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## THE SALON ITSELF

Implements should be sanitised or new, floors free of dirt / debris. Disposable items should be discarded promptly and employees in clean attire.

	YES	NO
1. Was the Salon/Spa's hygiene policy explained to you?		
2. Was the Salon/Spa generally neat and clean?		
3. Did the Technician/Therapist wash/sanitise their hands before the treatment?		
4. Did the Nail Technician ask you to wash/sanitise your hands before doing your nails or a manicure?		
5. Were hand sanitisers available in the bathroom/toilets?		
6. Were towels in the bathrooms and treatment rooms fresh, clean and neatly displayed?		
7. Were products in the treatment rooms clean and packaging in good condition and displays neat and tidy? If no, please describe the condition of the products:		
8. If gowns/slippers were provided, were they fresh, clean and in good condition?		

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## THE CLIENT CONSULTATION PROCESS

In order to provide professional service tailor made to suite specific client needs, a consultation must be carried out and recorded on a Client Consultation card, tablet or computer.

	YES	NO
1. Did the Therapist perform a client consultation prior to treatment? If yes, <input type="checkbox"/> I filled in the card by myself <input type="checkbox"/> The Therapist filled the card in with me and walked me through the process <input type="checkbox"/> The Therapist left me alone with the card which I had to fill in by myself		
2. Did the Therapist explain what the consultation was for?		
3. Were you made to feel comfortable during this process?		
4. Did any of the questions feel awkward or intrusive for no reason?		

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## THE TREATMENT PROCESS

Treatments should be administered by qualified/licensed professionals only, in a courteous, professional, knowledgeable manner

	YES	NO
1. Did the Therapist introduce herself?		
2. Did the Therapist explain what was happening during the service and make you feel comfortable?		
3. Was the Therapist friendly and polite?		
4. Was the service comfortable and pain-free?		
5. Did the treatment start and end on time?		
6. Did the Therapist appear to be competent and confident in performing the requested services?		
7. Did the Therapist display any irritating, unprofessional mannerisms?		
8. Did the Therapist make any inappropriate conversation concerning other staff, the boss, the business, etc.?		
9. Did the treatment room/environment have a pleasant, relaxing atmosphere?		

Notes:

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## AFTER TREATMENT CARE

To support salon treatments and extend their benefits, home care products should be offered and their benefits clearly explained.

	YES	NO
1. Did the Therapist take time to recommend a homecare program?		
2. Were you given an opportunity to purchase the needed products?		
3. Was the product's benefits and usage explained?		
4. Did the Therapist display professional knowledge of the products she offered?		
5. Did the Therapist offer samples/demonstration?		
6. Were the products recommended available and in stock?		

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## THE CHECK OUT PROCESS

The final point of contact for the initial visit involves taking payment for today's treatments and purchases as well as looking to the future.

	YES	NO
1. Were you shown to the payment desk by your therapist or another staff member?		
2. Was it clear where you were to go and what the procedure was?		
3. The payment process was smooth and efficient		
4. The staff member checked that I had everything I needed and made me aware of additional options such as gift vouchers in a friendly manner		
5. I was offered the opportunity to pre-book my next appointment		
6. I was also asked if I would like to book more than one appointment		

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## GENERAL STAFF INFORMATION

All staff should exhibit professionalism at all times. This should be reflected in their conduct, personal image and speech and behaviour.

	YES	NO
1. Did the staff members appear to work well together?		
2. Is the salon seem to be free of gossip and politics?		
3. Do the staff members seem to genuinely support each other?		
4. Did you feel that the staff was cusomter-centered and had your best interests at heart?		
5. Did all of the staff wear uniforms? If not, what message did their attire communicate?		
6. Did all of the staff wear name badges?		
7. Were all the staff members well-represented in terms of shoes, hair, and makeup?		

Notes:

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## POST-TREATMENT FOLLOW UP PROCEDURE

Customer service doesn't end when the treatment is finished. Real customer service goes the extra mile.

	YES	NO
1. Did you receive any contact from the Spa/Salon within a week after your treatment?		
2. If yes, please explain what method of contact was used and for what purpose the contact was		

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