

## RECEPTION DESK CHECK LIST

**Reception Desk Check List: Use this template as a guide to develop your salon specific list based on how your salon is structured.**

The receptionist is one of the key salon team members. There is a big difference between an effective receptionist and an efficient receptionist. To justify the cost of employing a receptionist they must create amazing client service, sales, and productivity. They cannot be an administration person who takes appointments and process payments. The value they bring to the salon must be seen at the end of the day by a full appointment book, the income that has been received as well as the level of service they provide.

In many salons the reception duties are shared by the whole team, so it is essential that everyone understands how important this is. Everyone who goes to reception must be a 10 out of 10.

To assist this area to be organised and structured here is a checklist to work to:

- Manage all appointments on the booking system and online.
- Guide the productivity of each team member by providing daily goals.
- Ensure the team member with the appropriate skills is booked for each appointment.
- Look for opportunities to promote quiet times through marketing.
- Direct appointments to slower times where possible.
- Monitor SMS and emails throughout the day.
- Converting enquiries into appointments.
- Manage cancellation list and wait lists.
- Price quoting must be done to convert all enquiries into appointments.
- Presentation of pre-consult form to all new clients must give the client reason why.

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- Offer refreshments, reading material, and any extra services e.g., Wi-Fi.
- Assist and prepare for appointment by checking client history to see if they are a return client.
- Prepare new client welcome gifts.
- Arrange service of re-booking client.
- Arrange follow up if client is purchasing any products.
- Focus on opportunities to increase product sales and gift vouchers.
- Be involved with every client.
- Develop a relationship with every client.
- Action all incoming messages e.g., Phone, Instagram, Facebook and online booking
- SMS opportunities for marketing
- SMS confirmations and follow up.
- Update website and social media and inform the salon owner of opportunities to update.
- Promote Zip Pay and After Pay services
- Make the salon owner aware of any opportunities for improvement or change.
- Welcome every client.
- Update and refresh merchandising and presentation of reception area.
- Stock maintenance.
- Be the solution to all the client's needs and requests.

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- Be responsible for all banking procedures.
- Represent the salon as the front person, handle any client dissatisfaction and direct to the appropriate person.
- Manage time restrictions of the client.
- Make courtesy follow up calls to clients.
- Provide clients with appropriate marketing as they leave the salon.
- Invite clients to leave a review on social media.
- Invite clients to follow you on social media.
- Check all history is recorded correctly for each client.
- Extra educate clients on upcoming promotions and marketing.
- Remember to say thank you in as many ways as you can.

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