

# CLIENT RETENTION SURVEY FOR QUALITY CONTROL

WE WOULD APPRECIATE YOUR HELP WITH THIS QUESTIONNAIRE. OUR GOAL IS TO MAKE YOUR SALON VISIT A PLEASANT EXPERIENCE BY GIVING YOU THE BEST SERVICE POSSIBLE. PLEASE TAKE A FEW MOMENTS AND ANSWER THE QUESTIONS BELOW. WHEN FINISHED PLEASE PLACE IT IN OUR SURVEY BOX OR GIVE IT TO OUR RECEPTIONISTS. THANK YOU FOR YOUR TIME.

1. When you called for an appointment were you taken care of courteously and to your satisfaction?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. What time of day do you prefer your appointments?

\_\_\_\_\_ 8:00 am \_\_\_\_\_ 12:00 pm \_\_\_\_\_ 4:00 pm \_\_\_\_\_ 6:00 pm \_\_\_\_\_ 9:00 pm

\_\_\_\_\_ Other: \_\_\_\_\_

3. What day do you prefer?

\_\_\_\_\_ Mon. \_\_\_\_\_ Tues. \_\_\_\_\_ Wed. \_\_\_\_\_ Thurs. \_\_\_\_\_ Fri. \_\_\_\_\_ Sat. \_\_\_\_\_ Sun.

4. Were you greeted promptly when you arrived?

Yes \_\_\_\_\_ No \_\_\_\_\_

5. Were you given a comprehensive client consultation to determine all your needs?

Yes \_\_\_\_\_ No \_\_\_\_\_

6. Did you have a full understanding of the service or hair design that you would receive before your Hair Pro began your service?

Yes \_\_\_\_\_ No \_\_\_\_\_

7. Were you offered a complimentary refreshment at any time during your visit?

Yes \_\_\_\_\_ No \_\_\_\_\_

8. Did our staff keep you waiting? If yes, How long?

Yes \_\_\_\_\_ No \_\_\_\_\_

9. Did our staff greet you by name?

Yes \_\_\_\_\_ No \_\_\_\_\_

10. Did you receive a thorough massaging shampoo?

Yes \_\_\_\_\_ No \_\_\_\_\_

11. Did you feel that our communication during your visit was on a professional level?

Yes \_\_\_\_\_ No \_\_\_\_\_

12. Did your Hair Pro recommend our unique conditioning treatment after your shampoo?

Yes \_\_\_\_\_ No \_\_\_\_\_

13. Did your Hair Pro suggest any color or hair texturizing service to improve the appearance of your hair?

Yes \_\_\_\_\_ No \_\_\_\_\_

14. Were you satisfied with your design haircut, finished look or special service?

Yes \_\_\_\_\_ No \_\_\_\_\_

15. Did your Hair Pro completely clean the hair off your neck after your haircut?

Yes \_\_\_\_\_ No \_\_\_\_\_

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16. Were you given the following?

\_\_\_\_\_ Instructions on how to do your hair at home

\_\_\_\_\_ You're Hair Pro's Business Cards and or Referral Cards.

17. Were you offered another appointment before leaving?

Yes \_\_\_\_\_ No \_\_\_\_\_

18. How would you rate your Hair Pro?

Ability \_\_\_\_\_ Poor \_\_\_\_\_ Fair \_\_\_\_\_ Average \_\_\_\_\_ Good \_\_\_\_\_ Excellent

Personality \_\_\_\_\_ Poor \_\_\_\_\_ Fair \_\_\_\_\_ Average \_\_\_\_\_ Good \_\_\_\_\_ Excellent

Appearance \_\_\_\_\_ Poor \_\_\_\_\_ Fair \_\_\_\_\_ Average \_\_\_\_\_ Good \_\_\_\_\_ Excellent

Attitude \_\_\_\_\_ Poor \_\_\_\_\_ Fair \_\_\_\_\_ Average \_\_\_\_\_ Good \_\_\_\_\_ Excellent

19. What is your Hair Pro's name? \_\_\_\_\_

20. In general what is your opinion of our salon as a whole?

Friendliness \_\_\_\_\_ Poor \_\_\_\_\_ Fair \_\_\_\_\_ Average \_\_\_\_\_ Good \_\_\_\_\_ Excellent

Creative Ability \_\_\_\_\_ Poor \_\_\_\_\_ Fair \_\_\_\_\_ Average \_\_\_\_\_ Good \_\_\_\_\_ Excellent

Atmosphere \_\_\_\_\_ Poor \_\_\_\_\_ Fair \_\_\_\_\_ Average \_\_\_\_\_ Good \_\_\_\_\_ Excellent

Cleanliness \_\_\_\_\_ Poor \_\_\_\_\_ Fair \_\_\_\_\_ Average \_\_\_\_\_ Good \_\_\_\_\_ Excellent

21. I have experienced the following problems being a client:

\_\_None \_\_Parking \_\_Designer Attitude \_\_Receptionist Attitude \_\_Late Service \_\_Other

22. I have the following suggestions for improving your services: \_\_\_\_\_