

**(your salon name)**  
**POLICIES AND PROCEDURES**

**Subject: Customer Service**

**SOP CODE:**

**Division:** All Staff

**Standard:** Correct Body Language, Warm and Caring Eye Contact, Active Listening, Impeccable grooming and appearance, Cheerful, caring and professional Tone of Voice, genuine interest and taking swift action

**Policy:**

- Create an environment that clients will want to speak about to their friends
- Make our clients feel like there is no one else that matters at that point in time other than them
- To guarantee client retention
- To drive social media testimonials and referrals

**Procedure:**

**GROOMING**

Full make up including lipstick touch ups during the day, nails and cuticles in perfect condition both feet and hands (not longer than ....)

Foundation to be blended in the jawline and match skin colour

No black nail polish or lipstick

Check teeth are clean and breath is fresh at all times

Hair to be neatly tied back or clipped so it doesn't fall in your face whilst doing treatments. No colour re growth or grey regrowth

Shoes to be shined, sandals to be in perfect condition

Ensure your uniform is clean, ironed and no stitching is loose. Ensure the colour is not faded or discoloured in anyway. Check for make up smudges especially on collars.

Groom for compliments!

**BODY LANGUAGE (non verbal communication)**

Facial Expressions – smile on greeting, listen attentively when the client speaks, show empathy when they have a problem

Body Movement and Posture - If you are sitting when a client walks in the door, stand up to acknowledge and most important make them feel special and welcome, shoulders back and sit tall at all times to show interest and save your spine

Gestures – Open arms/hands to greet, avoid crossing your arms at any time it shows you are not interested, keep arms to the side of the body with palms facing forward when speaking to clients, avoid putting hands on your hips that is reprimanding in nature, if you are sitting put your hands on your knees or on the table if you are consulting.

Eye Contact – avoid looking away from your client when they are speaking as it shows disinterest. Keep eye contact at all times.

**TONE OF VOICE**

Positive tone of voice on greeting and saying goodbye

Speak clearly and breath from your belly not your chest  
Neutral(professional) tone of voice when consulting and recommending product  
Soft and lighthearted almost whimsical tone of voice during treatment to make the client feel happy, safe and free

**ACTIVE LISTENING** (Attitude, Attention, Adjustment) – the 3 A's of actively listening  
Maintain eye contact when client speaking  
Listen carefully and show gestures to acknowledge you are listening like nod head, lean forward or say “oh yes” or “I see” or “I know”  
Be aware that your facial expressions speak louder than words so take care to control facial expressions if you are bored or frustrated.

## TAKING SWIFT ACTION

Act Quickly when a client or colleague asks for anything.  
The speed at which you act determines the perception of the customer service and builds rapport.



Date SOP issued:	Therapist Signature:
Date SOP trained:	Therapist Signature: