SalonBiz®

Productivity 101

What is productivity?

Productivity is often defined by answering these two questions:

1. How busy are you?

2. How busy could you be?

How it's measured

Productivity can be measured by dividing the amount of time you are booked for appointments by the time that you are available.

(hours booked / hours available – blocked hours x 100)

Best Practice

Our productivity best practice is to be aware of not only the things that impact a staff's productivity but to also utilize the tools available to accurately report and fill those empty spots.

"Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort." Paul J. Meyer

Productive Book

Are you productive?

If you feel like you are always busy but the productivity reports aren't saying the same thing, take a look at your book. There are a couple of things to check: make sure your schedule templates are set up correctly, make sure your block times are set up correctly and most importantly make sure your services are set up properly.

When you are consistently booked more than 85% it's time for a price increase! YAY!

GOAL! You are on the right track when you are consistently booked 85%

Keep up the good work! At 50% you've got room to grow. Maximize each service and don't forget to ask for those referrals.

Maybe you are just getting started, it's ok! Get out there and hustle. Focus on your great service and add-ons.

Schedule Templates

A staff's schedule template can also play an important factor in reporting productivity. Making sure their template is setup properly will ensure that you know your actual availability and your true potential. http://bit.ly/altschedules

Create an alternating template for the different weekly schedule. This way you don't have to manually block your the book every other week.

Once you've created your templates, you simply add them to the staff's schedule.

Always set the date to start cycle the Sunday prior to the 'From date' (which is the actual date the schedule starts on your book).

Blocked Time

Block times can affect your productivity numbers so it's important that your Block Time Reasons are setup properly. You can consider a block time as productive or non-productive, giving you the power to calculate productivity with greater accuracy. http://bit.ly/blocktimereasons

✔ Reduces Productivity

Placing a check in the box will indicate that the block reason reduces staff productivity **(counts against them).** This is the equivalent to an open book that can't be booked.

For example, if the staff member was available for services eight potential hours during the day and needed to leave an hour early, you could 'Early Quit' to block their book. Since this block reason is going to reduce the service member's productivity they will be unable to book an appointment during the block, but their potential hours will still be eight. If that staff member was booked solid for those seven hours the productivity report would only show 90% booked.

☐ Reduces Productivity

Not checking the box will indicate that the staff member is not available to take appointments and it will not reduce productivity.

For example, if the staff member was available for services eight potential hours during the day and needed to be in a one-hour training, you could use the Training block reason to block their book. This would calculate their productivity based on eight hours.
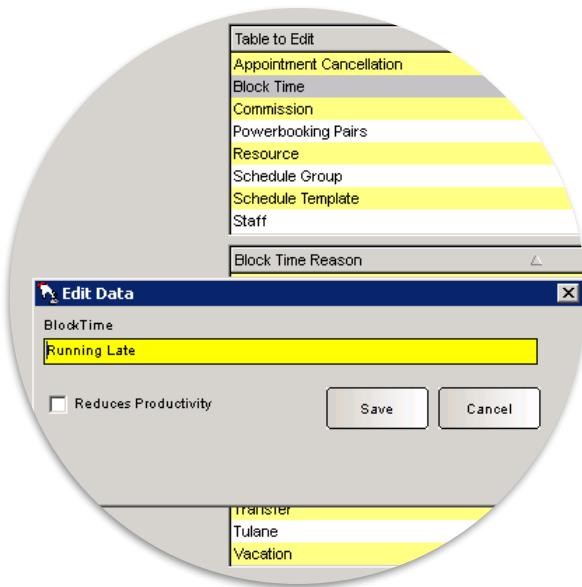
Service Productivity

The Staff Service Productivity Summary report provides you with a productivity summary for your location, each of your staff members, departments and resources. It also provides a weekday analysis to see which days of the week you are busiest. We recommend viewing this report each month. http://bit.ly/srvcproductivityreport

Staff Service Productivity from 5/1/2016 to 5/31/2016

Staff Productivity

Staff	Potential Hours	Booked Hours	% Booked
*Event	7.75	0.00	0.00%
Sasha	145.50	51.50	35.40%
Mall	130.00	112.75	86.73%
Jinny	134.00	79.00	58.96%
Michelle	170.75	126.00	73.79%
Amanda	143.50	81.75	56.97%
Greta	86.00	61.00	70.93%
Mandie	166.50	108.25	65.02%
Silvia	134.50	85.25	63.38%
Josh	176.75	121.00	68.46%
Nick	172.75	104.00	60.20%
Julia	160.00	123.75	77.34%
Lakita	126.00	70.25	55.75%
Taylor	145.75	91.50	62.78%
Paul	179.00	129.25	72.21%
Jill	144.50	85.75	59.34%
Rachel	111.25	71.50	64.27%
Stephanie	114.50	62.25	54.37%
Keeley	118.00	69.75	59.11%
Rachel	5.75	0.00	0.00%
Maggie	152.75	77.25	50.57%
Katlyn	130.75	67.50	51.63%
Pat	111.75	82.25	73.60%
Erica	138.50	85.00	61.37%
Kristen	172.00	94.00	54.65%
Jennifer	37.75	27.75	73.51%
Domonique	192.25	120.25	62.55%
Dawnel	124.50	76.50	61.45%
Maggie	159.75	118.50	74.18%
Anna	186.50	137.00	73.46%
Katina	133.75	48.00	35.89%
Mary	111.00	84.50	76.13%
Sub Total	**4,224.00**	**2,653.00**	**62.81%**

If you notice a negative percentage or showing over 100% booked, double check your block time reasons and schedule templates.

Front Desk Productivity

You don't have to just look at service productivity, you can monitor and benchmark your reception team on activity. Run your Front Desk productivity by Hour report each week and each month. Use it as a guideline for staffing your front desk and call center.

This report tracks the number of appointments that were made, moved and deleted
http://bit.ly/frontdeskproductivity

Front Desk Productivity by Hour for 5/1/2016 to 5/7/2016

Hour	New Appts	New Standings	Moved Appts	Deleted Appts
4:00 Am	0	0	0	1
7:00 Am	2	0	6	1
8:00 Am	39	0	35	9
9:00 Am	60	0	47	11
10:00 Am	83	0	40	16
11:00 Am	82	0	50	16
12:00 Pm	66	0	59	18
1:00 Pm	60	0	40	11
2:00 Pm	53	0	32	12
3:00 Pm	53	93	43	48
4:00 Pm	56	0	39	11
5:00 Pm	45	104	30	7
6:00 Pm	7	0	7	1
7:00 Pm	12	0	7	2
8:00 Pm	3	0	1	0
Total	**621**	**197**	**436**	**164**

Front Desk Productivity by Hour for 5/1/2016 to 5/31/2016

Hour	New Appts	New Standings	Moved Appts	Deleted Appts
4:00 Am	0	0	0	1
6:00 Am	0	0	0	1
7:00 Am	7	0	12	7
8:00 Am	160	0	146	23
9:00 Am	288	0	217	65
10:00 Am	322	0	246	72
11:00 Am	314	0	220	58
12:00 Pm	282	0	254	59
1:00 Pm	262	27	189	56
2:00 Pm	245	0	247	70
3:00 Pm	229	93	164	96
4:00 Pm	206	0	157	47
5:00 Pm	178	104	107	39
6:00 Pm	53	0	41	12
7:00 Pm	29	0	15	6
8:00 Pm	5	0	1	1
Total	**2,580**	**224**	**2,016**	**613**

Mobile Stats

Even when you are away from the salon/spa you can monitor performance. You can check individual stats and location stats right from your smartphone.

●●○○○ Verizon 📶	4:34 PM	🔋
Goals	**Stats**	☰

My Stats (Paris Parker Prytania) ▼

Day	Week	**Month**	Year

	Month to Date	Same Period Last Year
SPST	$90.14	$92.29
RPCT	$16.51	$16.27
RPST	$13.51	$15.40
RPRT	$72.00	$63.00
% Buying	35.14%	31.43%
% Hair Color	0%	0%
% Booked	96.43%	90.16%
% Rebooked	56.76%	42.86%
% Retention	67.65%	64.41%
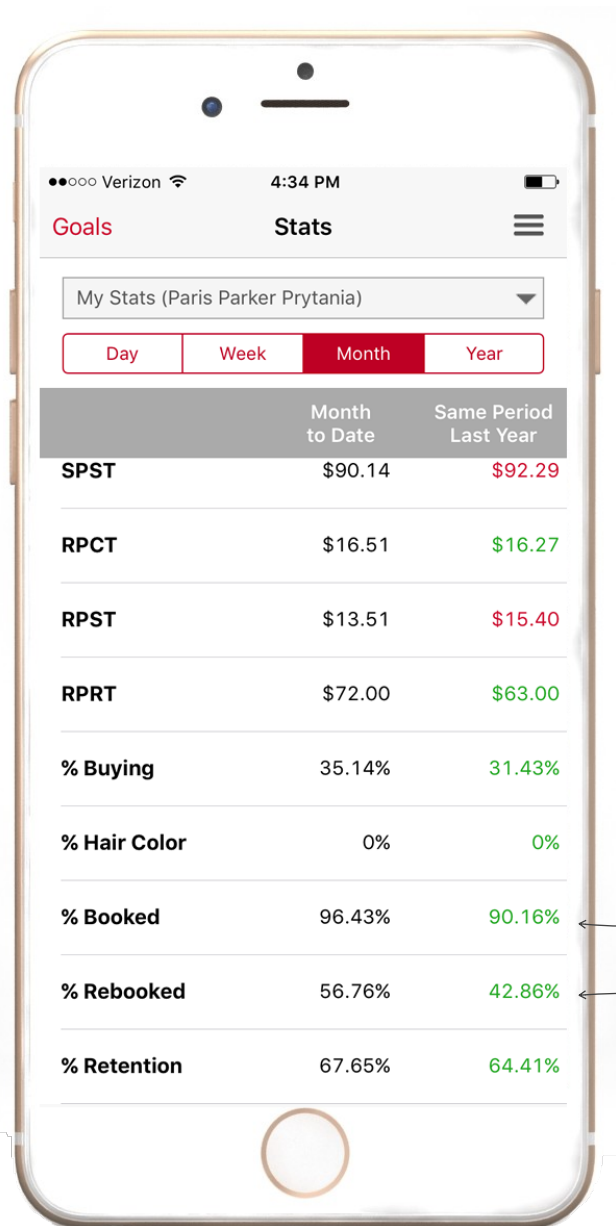
Monitor productivity by day, week, month and year and compare it to the previous time period.

It is much easier to alter behavior when you are aware of performance in the moment rather than waiting until it's too late to make the correction.

Since retention is a key factor in productivity, keeping your focus on re-booking is key to a full book.

% Rebooked is the percent of anyone who had a service today and who either rebooked a service in the future today or already had a service booked in the future.
(#staff rebooks / #service visits) x100

Possibility Calculator

We know that visuals can make all the difference when coaching. Use this possibility calculator to help set goals and plan paychecks. Using this tool illustrates how small changes make a big difference.

	Productivity Goal	71%
	SPST	$60
x	# of Hours Productive	5
=	Daily Revenue	$300
x	#of Days Working	6
=	Avg Weekly Revenue	$1,800

	Productivity Goal	71%
	SPST	$60
x	# of Hours Productive	7
=	Daily Revenue	$420
x	#of Days Working	6
=	Avg Weekly Revenue	$2,520

a small change in productivity
can equal a big change to your weekly revenue

"The best preparation for tomorrow is doing your best today." H. Jackson Brown, Jr.

Possibility Worksheet

Productivity Goal   _____

SPST   _____

x # of Hours Productive   _____

= Daily Revenue   _____

x #of Days Working   _____

= Avg Weekly Revenue   _____

Productivity Goal   _____

SPST   _____

x # of Hours Productive   _____

= Daily Revenue   _____

x #of Days Working   _____

= Avg Weekly Revenue   _____

⟠ Missed Opportunities

A great way to see where you can increase your productivity is by tracking missed opportunities. Add each missed opportunity and review the report each month to make the necessary adjustments to pump up your productivity. http://bit.ly/missedopp

Missed Opportunities for 5/1/2016 to 5/31/2016

Paris Parker - Mandeville

Service Requested	Staff Member Requested	Requested Date Range	Requested Time Frame	Note	Requesting Customer
Woman'S Cut	Don Paul Leblanc	5/5/2016 -5/6/2016	3:00:00PM- 8:00:00AM		Elisabeth Mclaughlin
Woman'S Cut	Erica Lee	5/4/2016	8:00:00AM- 8:00:00PM		Annette Heymann
Style - Without Cut	Audra Malnar	5/5/2016	8:00:00AM- 8:00:00PM		Patty Finan
Woman'S Cut	Erica Eisenhardt	5/6/2016	1:00:00PM- 8:00:00PM		Rachelle Doucet
Woman'S Cut	Erica Lee	5/6/2016	3:00:00PM- 8:00:00PM		Bridget Landry
Full Panel Division A	Stephanie Magee	5/7/2016 -5/18/2016	8:00:00AM- 8:00:00PM		Courtney Jenkins
Woman'S Cut	Raina Twiggs	5/7/2016	8:00:00AM- 8:00:00PM		Saundra Bertram
Full Panel Division Ab	Manning Mcmullen	5/14/2016	5:00:00PM- 8:00:00PM		Barbara Wilbert
Full Panel Division Ab	Manning Mcmullen	5/10/2016 -5/14/2016	5:00:00PM- 8:00:00PM		Barbara Wilbert
New Growth	Manning Mcmullen	5/10/2016	8:00:00AM- 5:00:00PM		Diane M Derbins
Men'S Cut	Raina Twiggs	5/10/2016	6:00:00PM- 8:00:00PM		William Mcbaye
Woman'S Cut	Raina Twiggs	5/9/2016	8:00:00AM- 8:00:00PM		Amy Holtkamp

⟠ You can check a default setting in Staff & Book (Blueprints) that will automatically put clients from your Wait List to the Missed Opportunities report if they are not booked.

SalonBiz® + WebOpenings

Another way to increase your productivity is to use our integration with WebOpenings. What Priceline and Hotwire have done successfully in the travel space, WebOpenings is doing for salons and spas. WebOpenings is a yield management booking portal that enables you to fill your openings automatically.

How it works

5 Service
Your client comes in for their service. Writes a review and shares on social media.

1 Settings
Choose providers, select services, determine which days and times and set the price
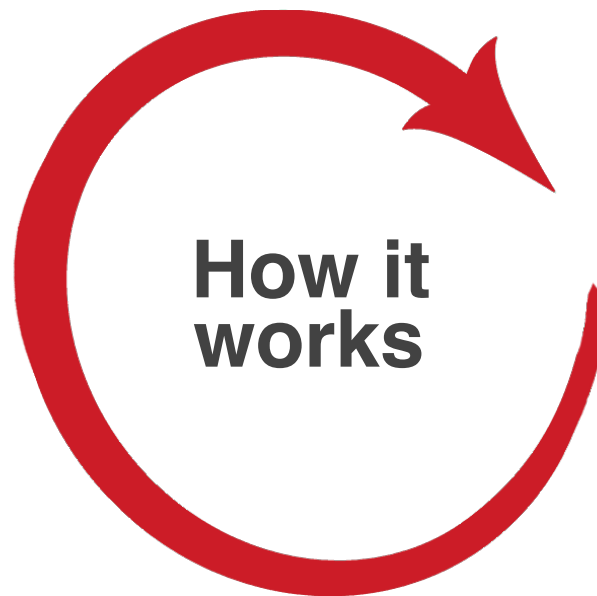
4 Reserve
Client books the appointment and WebOpenings automatically sends and syncs at the appointment to SalonBiz

2 Scan
WebOpenings scans your appointment book and identifies vacancies and quiet times

3 Match
Openings are matched and pushed to new and existing clients

The beauty about WebOpenings is the customization of what services, which service providers (maybe you only want to fill your new or junior staff), at what prices and when you want the openings sold. Many locations use WebOpenings to sell a service with a value-add rather than lowering price.

Example: Offer a haircut with a conditioning treatment. These value adds benefit your business, the conditioning treatment carries a minimal cost, but you can increase the regular service price by $20 because of it

Every opening that isn't booked is lost revenue. With expenses relatively constant, all incremental revenue received from decreasing your vacancy rate goes directly to your bottom line.

If your productivity is less than 85%, WebOpenings can help you fill your quiet times. Imagine if you can increase productivity by 10% which will equate to thousands of dollars in lost revenue plus any added revenue generated from value-added services or product purchases.

With WebOpenings, your customers pre-purchase the appointment from WebOpenings which is a benefit to your business since the customer mindset is as if they've already paid for their service so it is a great opportunity to up-sell them on a value added service or product purchase when they arrive for their appointment.

WebOpenings will even provide targeted ad scheduling on Facebook for your business, chances are not all of your email addresses are your fans on Facebook, so they will also advertise to those customers to engage them and encourage them to like your business on Facebook.

Think about your current clients as a sales rep for your business. What if each "sales rep" shares your business with 4 of their friends. All of these strategies are used by WebOpenings to assist your business with the following:

1. Shift buying behavior of your own clients to book an off-peak time on Monday, Tuesday or Wednesday, rather than Friday or Saturday.

2. Increase frequency of visit of your current client base to attract them back to your business to try a service that they have never tried before.

3. Recapturing clients that have not been in your facility in a long period of time.

4. Acquiring new customers through social media and email marketing activities.

For more information on WebOpenings contact: sam@webopenings.com or visit https://www.webopenings.com/partners/salonbiz/contact.php