

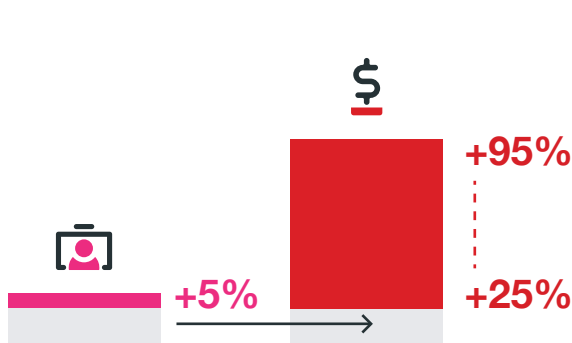
7 CLIENT RETENTION STATISTICS & STRATEGIES FOR YOUR SALON

Depending on location, services, and other factors, different salons have different things they need to thrive. But there's one thing every salon needs no matter where they are or what they offer—loyal customers.

Without those guests that keep coming back for root touch-ups and new hairstyles, your salon wouldn't be able to survive. That's why client retention needs to be at the top of your list of business priorities.

Even, dare we say, above acquisition.

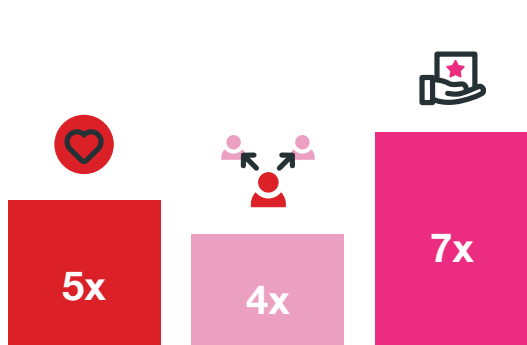
And here are some **customer retention statistics** to show you why.



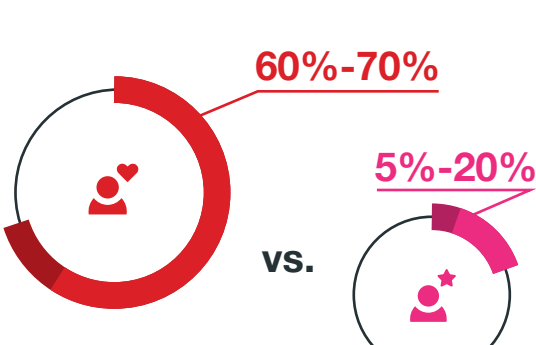
A 5% increase in retention can boost your profits by 25%-95%.¹



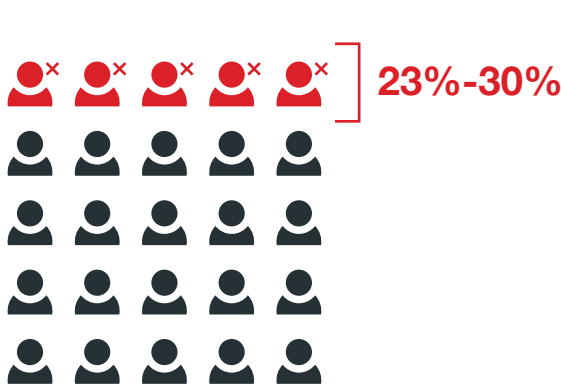
43% of customers spend more money on brands they're loyal to.²



Loyal customers are 5x as likely to repurchase, 5x as likely to forgive, 4x as likely to refer, and 7x as likely to try new brand offerings.³



Your business has a 60%-70% probability of selling to existing customers vs. a 5%-20% probability of selling to new customers.⁴



The average company will lose 23%-30% of their customers each year due to a lack of customer loyalty.⁵



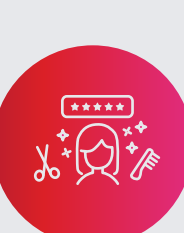
37% of consumers feel they need to make at least 5 purchases to consider themselves loyal to a brand.⁶

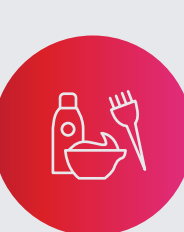



Salons who use SalonBiz have an average customer loyalty score of 87%—that's 17% above what experts consider to be an excellent score.


So, we've established that customer loyalty is crucial to your salon business.


Now, what can you do to increase loyalty at your salon? Here are **7 salon client retention strategies** you can start using right away to boost your customer loyalty score:


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GO THE EXTRA MILE TO MAKE A GOOD FIRST IMPRESSION ON GUESTS.
- 

USE YOUR RETAIL INVENTORY TO PERSONALIZE THE CLIENT EXPERIENCE.
- 

GET CLIENTS PRE-BOOKED FOR ANOTHER APPOINTMENT BEFORE THEY LEAVE THE CHAIR.
- 

OFFER PERKS AND REWARDS TO REPEAT GUESTS.
- 

KEEP YOUR CLIENTS ENGAGED WITH EFFECTIVE EMAIL AND SOCIAL MEDIA COMMUNICATION.
- 

MAKE SALON SERVICES EASY FOR CLIENTS TO BOOK AND PAY FOR.
- 

ASK FOR CUSTOMER FEEDBACK.

SalonBiz makes it easy for you to polish the guest experience at your salon. With retention tools like automated feedback and reviews, online appointment booking, a mobile app for clients, and more, customer loyalty strategies get built right into your everyday operations.

1. <https://blog.hubspot.com/service/customer-retention>
 2. <https://techjury.net/blog/customer-loyalty-statistics/#gref>
 3. <https://www.outboundengine.com/blog/customer-retention-marketing-vs-customer-acquisition-marketing/>
 4. <https://www.invespcro.com/blog/customer-acquisition-retention/>
 5. <https://www.semrush.com/blog/customer-retention-stats/>
 6. <https://digitalbrandinginstitute.com/brand-loyalty/>