

THE ULTIMATE REPORTING CHECKLIST FOR SALONS

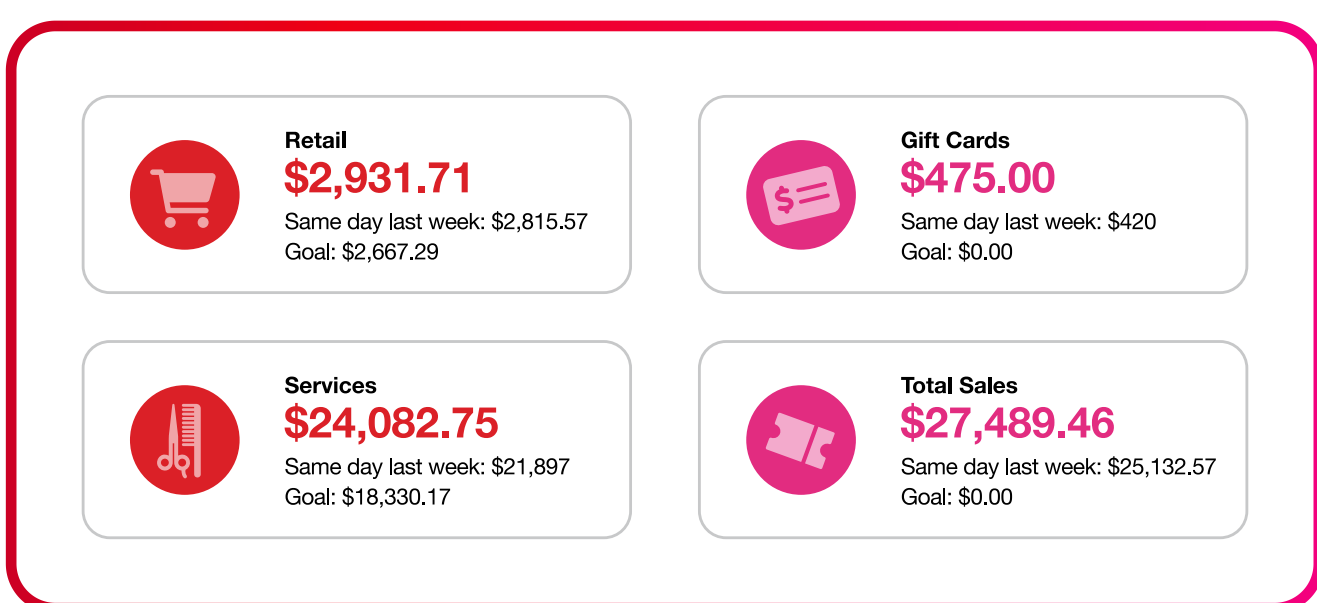
Running and reading reports on your salon's performance may not be the most exciting part of managing your beauty business, but it is one of the most important. Without performance metric data, you'd have no idea if you're knocking it out of the park or barely keeping afloat.

Reporting can be stressful, though, if you're not sure what metrics to look at or how to use that data. That's why we've put together a checklist of the top salon metrics to monitor and a few of our best tips for using those reports to your advantage.

SALON REPORTING METRICS CHECKLIST

When you open the reporting dashboard in your salon management software, it's easy to become overwhelmed by all the numbers in front of you. To help narrow your focus to the right ones, follow this checklist of the most important reporting metrics your salon should be tracking.

- ✓ Total Sales
- ✓ Total Clients
- ✓ New Clients
- ✓ Retail Per Client Ticket (RPCT, i.e., how much retail you sold)
- ✓ Service Per Client Ticket (SPCT, i.e., how many services you sold)
- ✓ Prebooking Percentage
- ✓ Retention Percentage



4 TIPS FOR USING REPORTS AT YOUR SALON

Now that you know which metrics to focus on, here are some tips for approaching your reporting strategically.



TIP 1: WHEN IN DOUBT, FOCUS ON THE MOST IMPORTANT NUMBERS.

Although the numbers on our metric checklist are all good ones to monitor, sometimes you can reach number overload. If that happens, just focus your attention on your salon's two most crucial metrics—total clients and average ticket per client (RPCT+SPCT)—because together, they have the biggest impact on your total sales. With SalonBiz, you can even hide metrics on your dashboard if you need to turn off some of the noise.



TIP 3: TELL YOUR STYLISTS TO MONITOR THEIR REPORTS TOO.

Monitoring your numbers at a stylist level is just as important as monitoring them at a salon level. Encourage your team to check their personal metrics on a regular basis—which they can do with the **SalonBiz stylist app**—so they can evaluate their progress over time, compare their real numbers to their goal numbers, look at metric forecasts to see if they're on track, and make adjustments if necessary.



TIP 2: CHECK YOUR REPORTS DAILY.

When you check in on your numbers every day, it'll be easier to make small but impactful adjustments in the moment. Those small adjustments will ensure you don't keep making costly mistakes throughout the month.



TIP 4: COMPARE DATA OVER TIME.

Speaking of evaluating progress over time, you should be comparing your current reports to previous ones to get a more accurate picture of your salon's growth. Look at your current numbers compared to the same timeframe or even the same day last year, as well as your metrics from month to month.

REPORTING MADE EASY

Pulling salon performance reports used to mean hours of digging through data and organizing it into endless spreadsheets—but not anymore.

SalonBiz tracks all those important metrics for you and displays them in an easy-to-view dashboard, giving you access to **real-time reporting** whenever you need it. You can see your salon's performance at that very moment with immediately visible updates, and your stylists can see their individual metrics on their app.

Compare reports from last year or last month and see where your numbers stand against your goals. Our reporting feature even gives you a forecast of where your metrics are headed, so you can adjust to hit goals when necessary.