

Aveda Benchmark Report Guide

The Aveda Benchmark Report is designed to provide direction in growing your salon/spa business. It calculates the key Aveda measurements for each staff member and groups them by their staff category. This provides you with an excellent staff coaching tool and you can compare staff member data to their peers.

When to Create the Report

We recommend reviewing this report monthly.

How to create the report

1. Click on the Aveda Benchmarks icon on your desktop. The Aveda Benchmarks program will load.
2. Click on File in the menu bar.
3. Select Aveda Benchmark Report.
4. Enter a start date from the Start Date drop down menu.
5. Enter an end date from the End Date drop down menu.

What it tells you

The report is organized by staff category sections to make it easy for you to compare staff performance to their peers in their same department.

The report is also separated into 3 distinct areas:

- **Productivity** - the percentage of time a staff member is with a guest
 - Potential Hours** - the hours available for appointments
 - Booked Hours** - the hours reserved with appointments.
 - Percent Booked** - the number of hours reserved with appointments / the number of potential hours (hours scheduled)
- **Retention** - the percentage of the location's service guests who return for an additional service within 90 days of their last service. The report automatically enters the last day of the previous month and calculates back 90 days.
 - All Clients** - all clients who have visited the location
 - New Clients** - clients who had not previously experience a service in the location
 - Existing Clients** - clients who have previously experienced a service in the location



- **Key Measurements**

RPCT - Retail per Client Ticket. How much product is being sold to all clients. The total retail sales \$ / total number of clients.

SPST - Service per Service Ticket. How much service clients are spending, the total service sales \$ / total number of clients.

% Clients Prebooked: the percentage of service clients who on the day of their service reserved an appointment in the future. The future appointment could be with the same service provider or a different one.

% Clients Rebooked: the percentage of service clients who on the day of their service reserved an appointment in the future. The future appointment was reerved with the same service provider.

% Service Clients Buying: the percentage of service clients who purchased retail products.

Aveda Benchmarks

- Productivity - 85% booked
- Retention - 60% retention
- RPCT - \$10 family salon, \$12.50 Concept salon, \$15 Lifestyle salon
- SPST - growing each year

Industry Benchmarks

- % Clients Prebooked / Rebooked - 60%
- % Service Clients Buying Product - 50%





Benchmark Report for 4/1/2008 to 4/30/2008

Staff Name	Productivity			Retention			Key Measurements				% Service Clients Buying	
	Potential Hours	Booked Hours	Percent Booked	All Clients	New Clients	Existing Clients	RPCT	SPST	% Clients Prebooked	% Clients Rebooked		
Body Chair	0.00	0.00	0.00%	0.00%	0.00%	0.00%	\$0.00	\$0.00	0.00%	0.00%	0.00%	0.00%
Category Totals:	0.00	0.00	0.00%	0.00%	0.00%	0.00%	\$0.00	\$0.00	0.00%	0.00%	0.00%	0.00%

Design Team

Staff Name	Productivity			Retention			Key Measurements				% Service Clients Buying
	Potential Hours	Booked Hours	Percent Booked	All Clients	New Clients	Existing Clients	RPCT	SPST	% Clients Prebooked	% Clients Rebooked	
D	141.50	72.25	51.06%	52.13%	9.09%	57.83%	\$9.72	\$37.84	18.75%	15.63%	25.00%
J	181.50	85.50	47.11%	32.39%	11.76%	38.89%	\$11.68	\$27.70	3.90%	1.30%	16.67%
J	51.25	8.00	15.61%	27.27%	0.00%	27.27%	\$4.63	\$45.50	25.00%	12.50%	25.00%
M	179.00	99.00	55.31%	48.35%	44.44%	48.78%	\$4.86	\$28.84	5.79%	4.96%	12.30%
L	166.50	95.00	57.06%	56.94%	7.14%	62.31%	\$8.45	\$43.52	25.19%	20.61%	19.86%
B	192.75	134.42	69.74%	65.33%	18.18%	68.09%	\$8.31	\$45.56	37.50%	28.98%	25.13%
M	219.00	134.00	61.19%	55.06%	25.00%	57.53%	\$7.56	\$45.55	11.73%	7.41%	18.33%
J	172.00	81.50	47.38%	51.55%	20.00%	55.17%	\$15.29	\$38.53	10.19%	4.63%	31.53%
S	81.50	36.00	44.17%	0.00%	0.00%	0.00%	\$0.98	\$23.65	9.68%	0.00%	3.33%
S	96.25	28.75	29.87%	25.00%	0.00%	29.63%	\$9.97	\$6.67	20.00%	10.00%	0.00%
Category Totals:	1481.25	774.42	52.28%	53.07%	16.85%	57.05%	\$8.84	\$39.07	17.83%	12.93%	20.63%

Color Team

Staff Name	Productivity			Retention			Key Measurements				% Service Clients Buying
	Potential Hours	Booked Hours	Percent Booked	All Clients	New Clients	Existing Clients	RPCT	SPST	% Clients Prebooked	% Clients Rebooked	

Benchmark Report for 4/1/2008 to 4/30/2008

M	147.25	105.25	71.48%	64.52%	0.00%	67.80%	\$7.67	\$71.96	20.97%	11.29%	19.05%
L	197.00	83.25	42.26%	20.83%	20.00%	21.05%	\$3.83	\$44.82	6.67%	2.22%	10.87%
W	187.25	119.00	63.55%	45.00%	0.00%	48.00%	\$4.41	\$80.13	28.17%	25.35%	13.16%
A	187.25	126.25	67.42%	59.09%	100.00%	58.62%	\$6.29	\$72.62	21.05%	15.79%	20.78%
R	150.75	93.00	61.69%	47.37%	0.00%	47.37%	\$12.82	\$85.88	33.33%	26.67%	23.81%
K	198.50	133.25	67.13%	54.00%	33.33%	56.82%	\$6.40	\$56.13	6.33%	5.06%	12.94%
Category Totals:	1068.00	660.00	61.80%	51.80%	20.00%	53.67%	\$6.97	\$69.41	19.59%	14.76%	16.83%

Nail Team

Staff Name	Productivity			Retention			Key Measurements			% Service Clients Buying	
	Potential Hours	Booked Hours	Percent Booked	All Clients	New Clients	Existing Clients	RPCT	SPST	% Clients Prebooked		% Clients Rebooked
M	110.25	58.00	52.61%	28.81%	0.00%	32.69%	\$1.22	\$45.27	11.29%	1.61%	4.55%
I	5.00	0.00	0.00%	0.00%	0.00%	0.00%	\$0.00	\$0.00	0.00%	0.00%	0.00%
Category Totals:	115.25	58.00	50.33%	28.81%	0.00%	32.69%	\$1.22	\$45.27	11.29%	1.61%	4.55%

Massage Team

Staff Name	Productivity			Retention			Key Measurements			% Service Clients Buying	
	Potential Hours	Booked Hours	Percent Booked	All Clients	New Clients	Existing Clients	RPCT	SPST	% Clients Prebooked		% Clients Rebooked
D	89.00	22.00	24.72%	25.00%	0.00%	28.57%	\$0.00	\$54.83	5.56%	5.56%	0.00%
M	160.25	81.00	50.55%	11.39%	0.00%	13.43%	\$4.28	\$69.83	3.13%	3.13%	7.69%
B	83.50	34.50	41.32%	47.06%	0.00%	50.00%	\$3.21	\$61.84	26.92%	19.23%	3.57%
Category Totals:	332.75	137.50	41.32%	18.75%	0.00%	21.65%	\$3.33	\$65.38	9.26%	7.41%	5.41%

Esthetics Team

Staff Name	Productivity			Retention			Key Measurements			% Service Clients Buying	
	Potential Hours	Booked Hours	Percent Booked	All Clients	New Clients	Existing Clients	RPCT	SPST	% Clients Prebooked		% Clients Rebooked
B	154.75	46.00	29.73%	25.00%	0.00%	29.31%	\$10.12	\$32.14	4.40%	1.10%	15.38%
L	136.50	68.00	49.82%	51.22%	16.67%	52.53%	\$5.01	\$33.15	35.88%	20.61%	10.49%

Benchmark Report for 4/1/2008 to 4/30/2008

Category Totals:	291.25	114.00	39.14%	43.53%	6.25%	46.30%	\$7.07	\$32.76	22.97%	12.61%	12.39%
Store Totals:	3,288.50	1,743.92	53.03%	48.28%	13.61%	51.65%	\$7.61	\$46.99	18.12%	12.55%	17.17%