FRONT DESK SCRIPTS: COVID-19

We realize you may have an increase in phone calls during this time of uncertainty with COVID-19. Here are a few script suggestions for your front desk team to effectively communicate your salon is open, and practicing safe measures to accommodate your salon guests.

PHONE SKILLS

CONFIRMING

We would like to suggest:

• In your text, email, or phone confirmations include scripting about your ongoing salon sanitation and any elevated best practices your salon company is putting into place.

• If your text or email messaging is limited # of characters, or short messaging, you may consider to follow up with a phone message as well.

• Any team members with extra time may need to pitch in and help the front desk team with confirmation efforts.

SAMPLE SCRIPT:

Hello (Salon Guest), this is (Front Desk Name) at (Salon Company) calling to let you know (Service Provider) is looking forward to seeing you for your (service) on (date/time). Also, we want to assure you our salon has put extra safety and sanitation measures in place for you and our team. If you aren’t feeling well please know we are happy to get you rescheduled for a new date and time (with no cancelation fee).

RESCHEDULING RESERVATIONS

You may notice an increase in salon guests rescheduling their salon visits due to not feeling well, or being concerned about social distancing, or unsure about salon safety or sanitation practices.

SAMPLE SCRIPT: GUEST WHO ISN’T FEELING WELL

Thank you so much for letting us know you aren’t feeling well, we appreciate your phone call, and we hope you start feeling better soon. It’s my pleasure to help you find another date and time for your (service) with (service provider.)

SAMPLE SCRIPT: GUEST CONCERNED or WONDERING IF YOU ARE STILL OPEN

Thank you so much for calling. Yes, we are still seeing our salon guests for all salon (spa) services. Along with our regular sanitation practices, we have elevated our frequency of surface sanitation over and above State requirements. We promise to deliver outstanding customer service, and safe salon practices. In addition, we are asking all salon guests and team members to stay home if not feeling well.
CANCELLING
It’s always a best practice when a salon guest calls to cancel to offer to reschedule their appointment for a future date and time rather than just canceling and having them call back.

SAMPLE SCRIPT:
Thank you for calling to let us know you need to cancel your (salon/spa service). Due to many of our guests rescheduling their future visit, we like to recommend that you schedule your future visit now to make sure you still have the date and time that would be most convenient to your schedule.

VOICE-OVER ON HOLD
Voice-over on hold is always an effective way to market current retail, and service promotions, new salon services, reward program info and other exciting news to your salon guests while they are on hold. During this time of uncertainty with COVID-19, you may also want to also include the following script.

SAMPLE SCRIPT
At [Salon Name] it’s always our priority to provide outstanding customer care, excellent services and safe, sanitary salon practices. We have upgraded our frequency and salon practices above and beyond our regular State requirements. We are asking any team members, or salon guests who aren’t feeling well to stay home and take care of themselves. We are waiving our salon cancellation fees during this time. We look forward to seeing you at your next salon visit. We know you have a lot of salon choices, and we are happy you’ve chosen us!
IN-SALON SKILLS

AT CHECK-IN
Make sure you follow the practices recommending in our SUMMIT FRONT DESK SCRIPT GUIDE, the 4Step Check In

STEP 1: WELCOME GUEST / check in for service
STEP 2: OFFER ADDITIONAL SERVICE
STEP 3: SHARE THE RETAIL PROMOTION
STEP 4: BROWSE – feel free to take a look around

AFTER STEP 4 ADD SCRIPT
We always have the safety of our team and our salon guests as our top priority. We encourage our guests to use hand sanitizer throughout your salon visit as needed.

AT CHECK-OUT
We like to refer to our check out procedures as our closing ceremonies. This is our last impression and could be the lasting impression of the salon experience. Make sure you follow the practices recommended in our SUMMIT FRONT DESK SCRIPT GUIDE, the 4-step Check Out

STEP 1: EXPERIENCE / How was your experience today?
STEP 2: CLOSE RECOMMENDED RETAIL
STEP 3: RESERVE NEXT SALON VISIT*
STEP 4: OFFER GIFT CARD / CLOSE SALON SALE

*DURING STEP 3 ADD SCRIPT
We always want to make sure we can accommodate your schedule to the date and time that works best for you. Your service provider has recommended (#weeks) for your next (service). What is the best day and time for you on (week of)?