

The COVID-19 Survival Guide for Salons and Spas

How to Protect Employees and
Clients for the Long Term

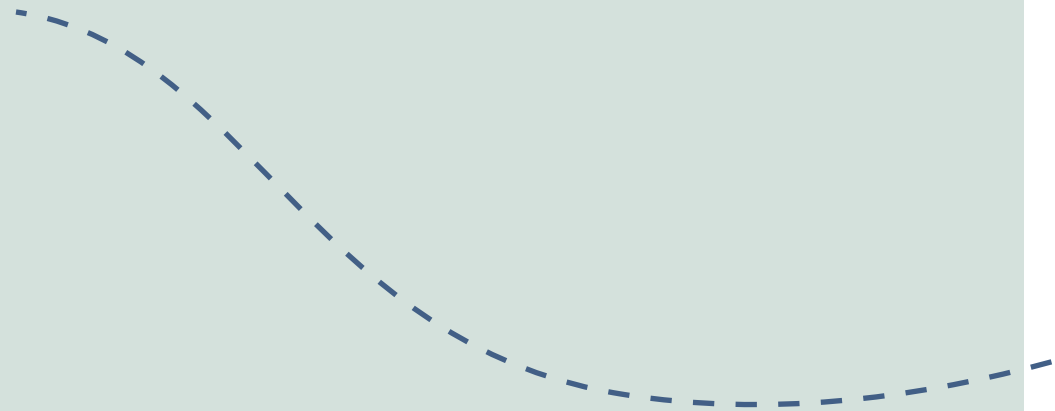


Let's get started.

Whether you've [reopened your business](#) or had to close again, one thing is certain—COVID-19 has put your business to the test. And while you may be eager to put this pandemic behind you, the best decision you can make now is to prepare for the potential impacts of a second wave (or a continuation of the first wave). Unfortunately, this pandemic is not leaving us anytime soon.

You've proven you have what it takes to keep going. You've pivoted quickly and learned many lessons from the first wave. Now, you can act proactively to secure your long-term success.

See how you can best protect your staff, clients, and—ultimately—your business, at every step of your client's journey.





Setting up for success

Before your clients enter your doors, make sure you have a clean space and a fresh, healthy team to welcome them.



Stay steadfast with sanitization.

Although deep cleaning and disinfecting is time-consuming, it's never been more important to remain diligent. Stay stocked with a supply of [EPA-approved cleaners and disinfectants](#), post detailed cleaning protocols around your business, and reiterate sanitization best practices to your staff daily. You might even turn cleaning into a challenge for your team, rewarding for time spent properly maintaining your space. Even a small gift card can go a long way to make your team feel appreciated for their ongoing efforts.

With Booker, you can set your schedule to automatically build in time for cleaning after each appointment. In a time when cleaning your business is so important, this is a great way to alleviate worry about having back-to-back appointments without a moment to disinfect.

[Here's more on keeping your business clean in the wake of COVID-19.](#)

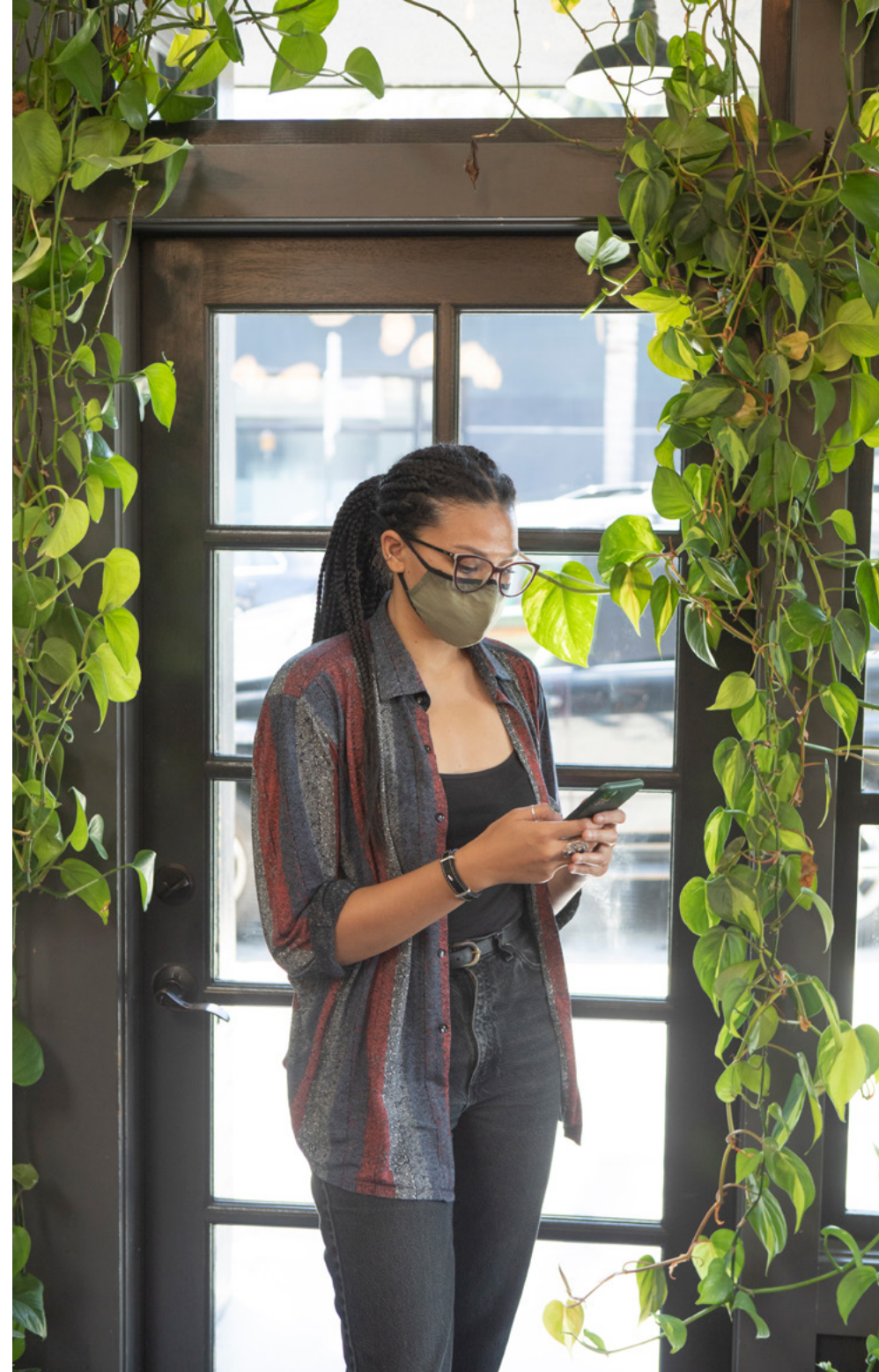


Prepare your team physically and mentally.

As you plan for a second possible wave of COVID-19, it's your responsibility to [lead your team](#) with confidence. Especially during a time of uncertainty in your business, communicating your plans frequently with your team is key. Be confident (detailed planning helps with that) and transparent about your plans for reopening or closing again, if necessary. Also, continue to reinforce your open-door policy. Let your team know that if they have questions, concerns, or simply want to talk, you're always available.

If you've had to close again, or haven't yet reopened, see how you can best [prepare your staff to return](#).

[Check out our video series on how to prepare your team.](#)



Let clocking in and out be safe and easy.

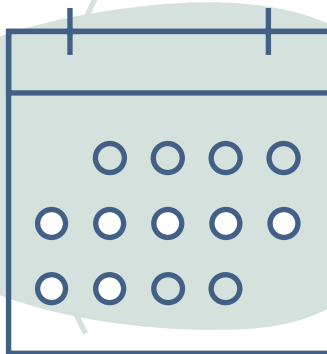
Just as you're focused on minimizing risk for your clients, you want to do so for your employees as well. There's no reason your team should have to clock in and out on a shared, germ-y computer or tablet. Your team can leverage the Booker business app on their personal device to clock in and out once they've arrived at your business.

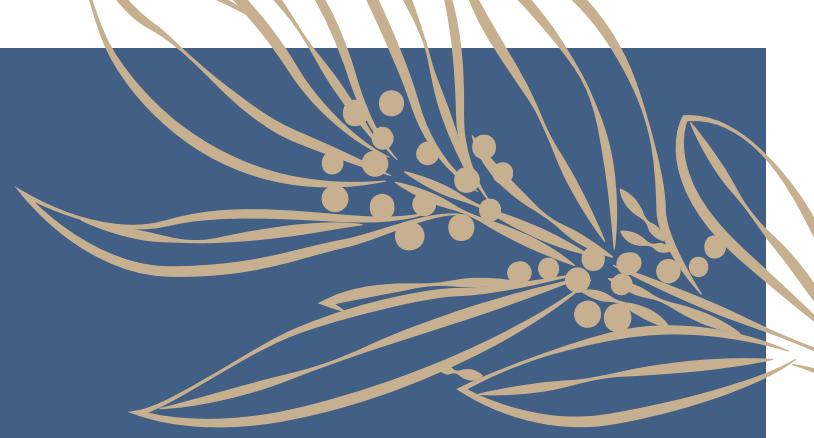


Set your hours and schedule shifts with employee safety in mind.

Wearing a mask and ensuring safety for themselves and clients can be draining. Offer shorter shifts as an option for employees, especially for those with higher concern with their risk. Another option: group your employees into separate teams to reduce exposure to others on the clock.

Industry expert Lisa Starr recommends five-hour shifts for employees and keeping plenty of water and lip balm on hand to keep everyone hydrated.





Booking

Offer your clients an exceptional and low-touch experience—from the moment they book.

Start your clients off on a low-touch journey.

You might not be able to socially distance during the service itself, but that doesn't mean you can't reduce risk in other ways.

Don't put the burden on your clients to download a new app or jump through hoops just to have a safe experience at your business. No matter how clients book their next appointment with you (on your website, over text, on your branded app, the [Mindbody app](#), or [Mindbody.io](#)), you can make sure there isn't any unnecessary physical contact during their visit.

You can capture credit card info and even tip preferences when clients book, making future checkout contactless and free of any awkwardness.



Optimize your front desk with artificial intelligence.

Some clients still want to go the old-fashioned route and pick up the phone to call your business. Bowtie, Mindbody's AI assistant, can be a major help to your operations. Bowtie can help you turn any missed calls into bookings. Your in-person connection with clients is still vital to your business, and you don't want anything, even a potential call from a new client, to interrupt your time with them. When the phone rings, Bowtie automatically reaches out to the caller to assist. So you can focus on the in-person client experience without sacrificing revenue.

Not only does Bowtie help you turn any missed calls into bookings, it can also field frequently asked questions your clients have about your new protocols, so clients feel comfortable visiting your business once again.

[See how Bowtie can minimize contact while maximizing revenue.](#)

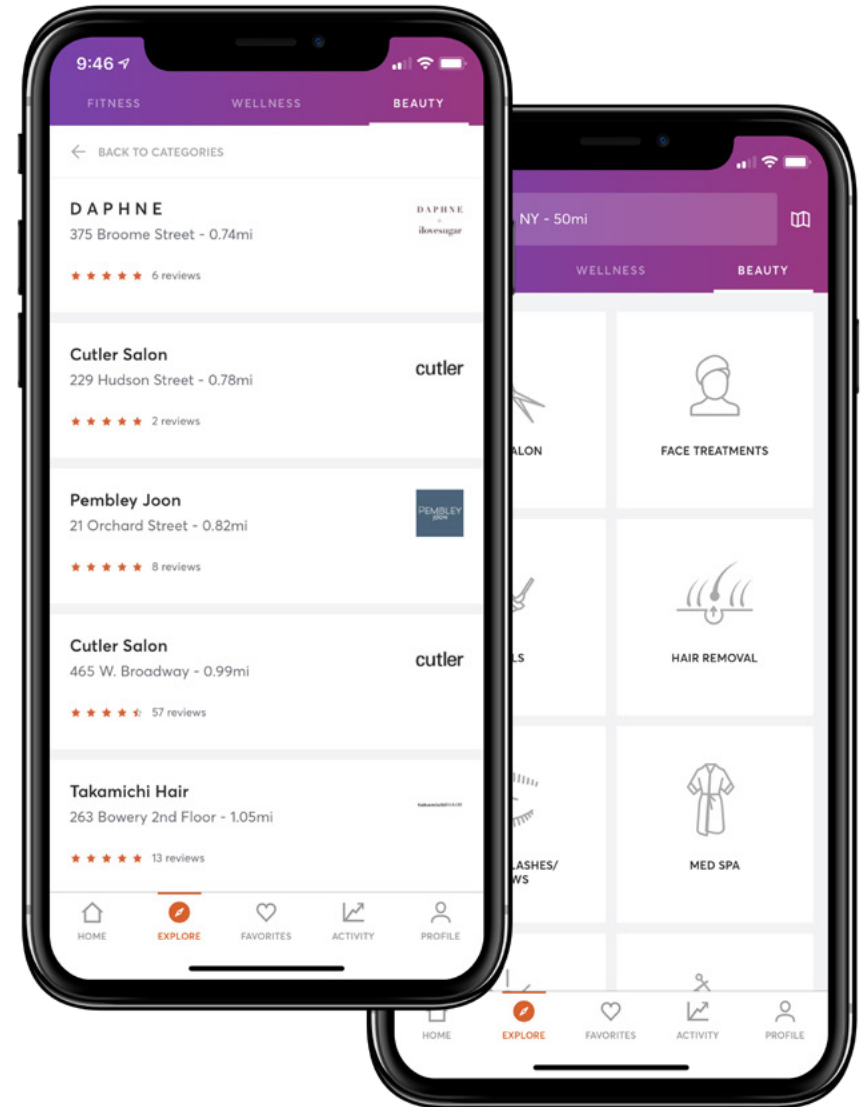


Make it easy for new clients to find you.

Sadly, not all businesses will make it through this. As other businesses close, they leave behind clients who will need to find a new salon or spa. Make sure they know your business is a great option.

List your business on the [Mindbody app \(and Mindbody.io\)](#) and get your business in front of new potential clients who make beauty and wellness a priority, spending more and booking more than the average consumer. Mindbody app users are eager to book their next service and can't book at your business if you're not listed.

[See more reasons why you need to list your business on the Mindbody app.](#)





3

Previsit

With reduced capacity, you need to maximize the time you have with clients. Make it easy for clients to handle any housekeeping items beforehand and arrive knowing what to expect.



Set expectations.

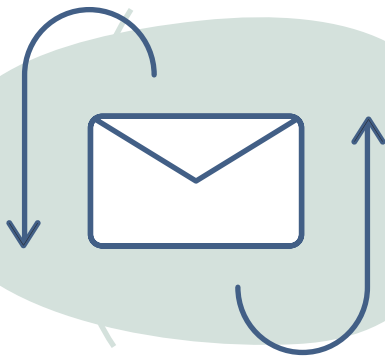
Make sure clients have the info they need before they arrive, so they're ready when they come to your business. With automatic email confirmations, let them know how to check in, any changes to protocols, and if they need to wear a mask. With Booker, you can customize emails for each type of service booked, too.



Eliminate the need for shared tablets and clipboards.

Send clients electronic forms and waivers before they arrive. That way, they can arrive ready to be pampered.

Worried they might forget? Follow up with clients and give a gentle reminder. You can readily see if clients have filled out forms in the calendar within Booker.

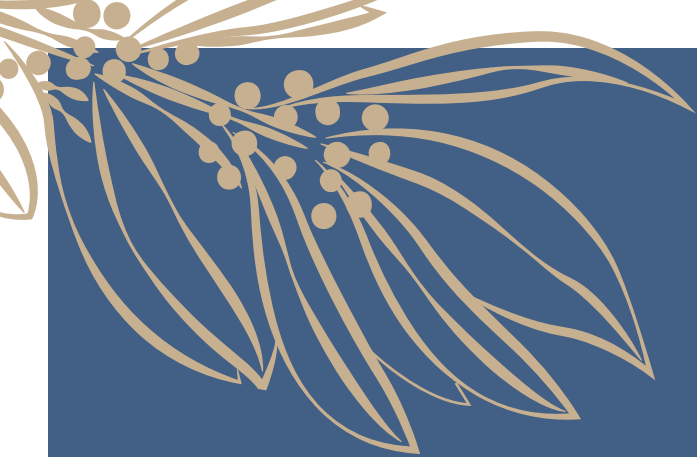


Take advantage of virtual consultations.

An important part of the beauty or wellness experience for clients is catching up with service providers. There's no need to lose this important connection. As clients return to your business, offer a virtual consultation, a perfect time for your employees to reconnect with clients and discuss their upcoming appointment and answer any lingering questions and concerns. This allows your team to make personal connections, without a mask, while optimizing the time clients physically spend at your salon or spa.

[See how else salons and spas can take advantage of virtual offerings.](#)



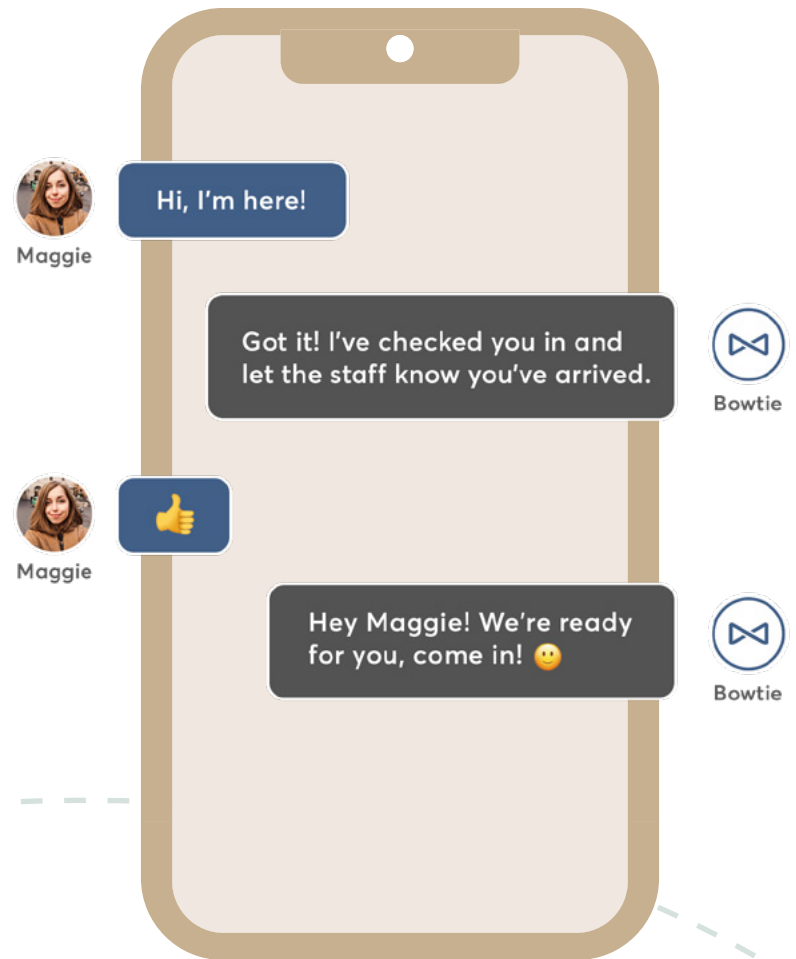


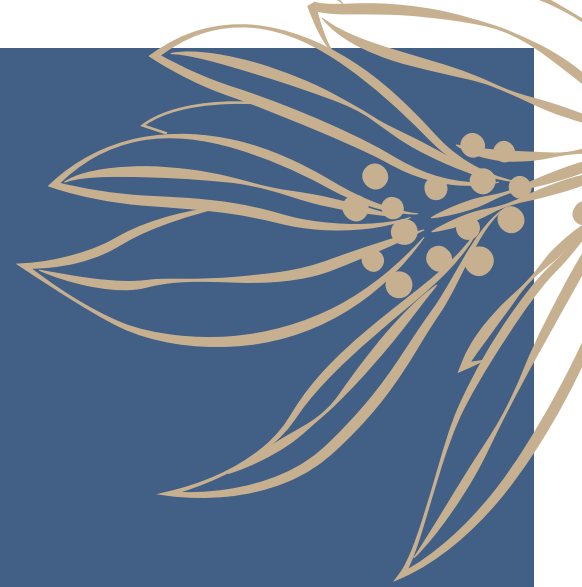
Check-in

Make waiting rooms a thing of the past.

Go virtual with your check-in.

Your top priority is keeping everyone safe. Eliminate unnecessary interaction and contact during your check-in process. Have clients simply check in by texting when they're outside. As soon as they do so, your calendar automatically shows them as checked in, and their service provider is alerted that they've arrived. Clients can enter the business when their service provider is ready.





Service

Offer safe services that delight clients—
and your bottom line.

Empower service providers to upsell.

By the time clients get in to see you, they're eager to enjoy the experience. Encourage your team to make it even more special for them by offering add-on services, enhancements, and retail products.

Using the business app on their personal devices, your team can readily see previous product purchases to remind them of what clients have tried in the past for stellar service. They can update the ticket right from the app, too. No need for clients to visit the front desk.



Minimize your service cycle time.

The more efficiently you can provide a service, the more clients you can see (or the more add-on services you can offer). This is particularly important as you need to add cleaning time following each client.

Offering a more limited menu that forgoes your longer services is one option. For spas, [Wynne Consulting's Lisa Starr recommends keeping services under an hour](#). Some hair salons are even asking clients to come in with prewashed hair.





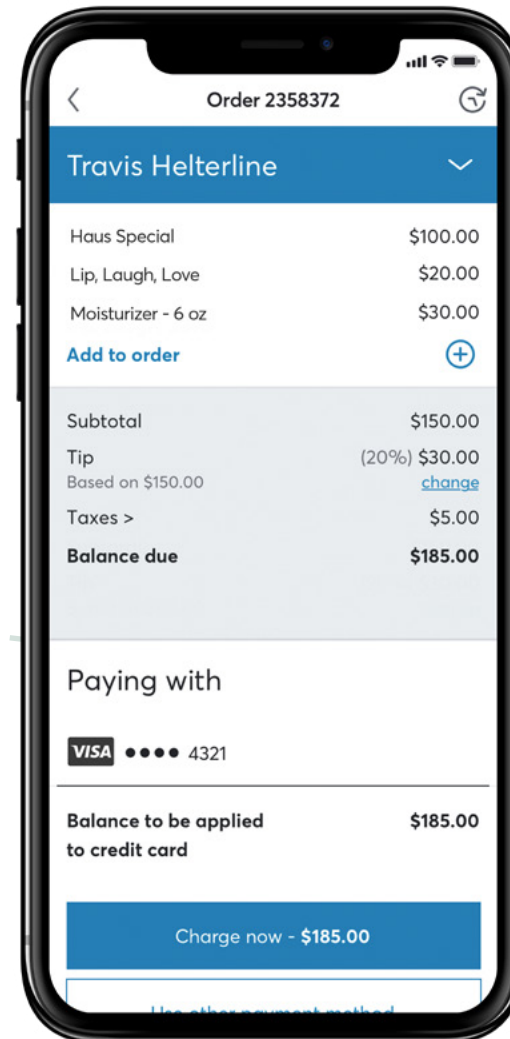
Checkout

Let guests float out of your business, without a worry.



Go contactless.

Checking out is a breeze with Booker. With credit card information and tip preferences on file, clients can check out with their service providers right from the chair or treatment room. Clients don't need to interact with another person in the business—just their favorite service provider.



7

Post visit

Encourage clients to rebook right away or follow up later.



Rebook before they go.

With the business app, service providers can easily rebook clients before they head out the door.



Follow up automatically.

Bowtie can send on-brand texts encouraging clients to rebook 30 minutes after their service wraps—when they're still glowing.

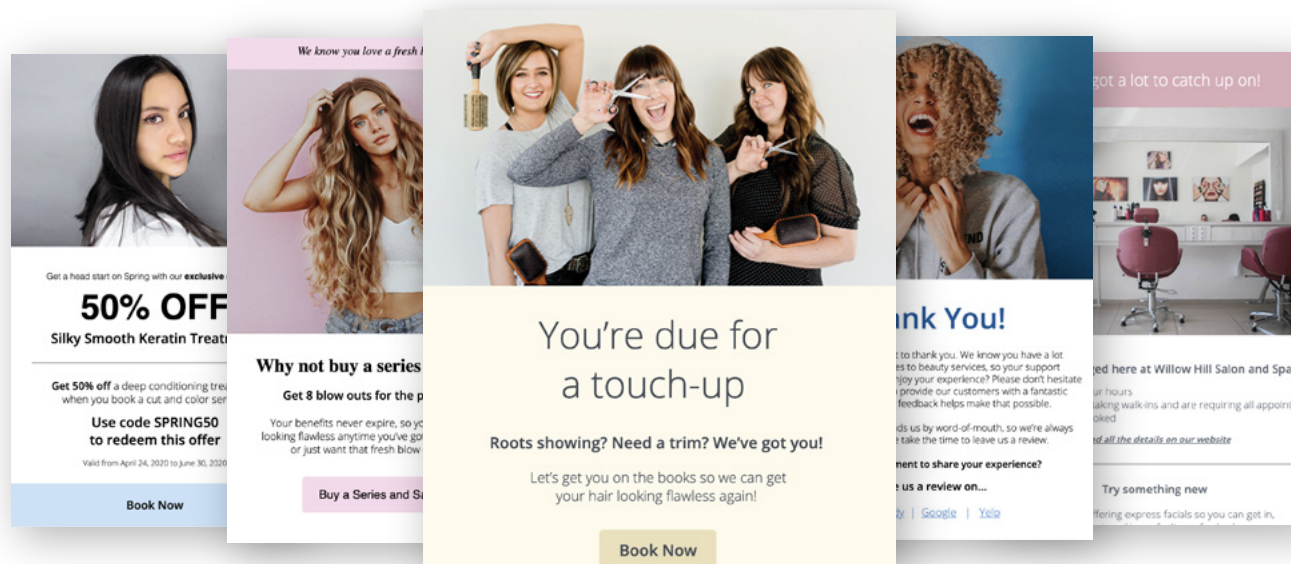
Keep clients engaged.

Don't forget to share frequent updates with your clients ([here are seven things every salon, spa, or wellness business should be sharing](#)).

Share on social, consider calling your top clients directly, and don't forget about email marketing—an easy way to stay in touch. Include updates about your business's status (are you reopening or needing to close again temporarily?). Also share any new processes and cleaning protocols, retail shipping, and pick-up options. Don't forget to have fun, too—send

tips from your team on self-care clients can do at home, favorite new products, and more, to keep your clients connected to the brand they love.


Download the [Marketing Suite Playbook for Salons, Spas, and Wellness Businesses](#) to see how these easy-to-use templates can streamline your COVID-19 communications.





Conclusion

The businesses that survive will be those that are quick to adapt in a new normal. You need a game plan to get your business through, not just the next few days, but the foreseeable future. It's imperative that you do so while keeping both your clients and team safe. Technology can be a powerful tool, helping you to minimize physical contact, optimize your operations, and ultimately create a more personalized experience for your clients.



We're in this together—and we'll come back stronger than ever.
To learn first-hand how Mindbody can support your business,
[schedule a guided tour today.](#)

