

1. Client's Engagement

Customer loyalty programs not only encourage repeat customers but also spur them to take other actions. If there are reward points for booking early, customers will have a reason to do so, even if they are prone to procrastinate. Assigning reward points for buying retail products might compel a customer to buy at your shop, even if they are used to buying the same products elsewhere.

2. Referrals

Word of mouth is one of the cheapest and most effective ways of attracting new clients. At times organic search results can be biased due to paid ads, but peoples' experiences always hit the nail on the head. By offering loyalty points or rewards for every referral, your customers are likely to refer more clients to earn free services.

3. Contact Details

As online security threats continue to infiltrate the web, many people don't feel at liberty to give their private information for free. But when your customers sign up for a loyalty program, you can access important information such as their email addresses and phone numbers. This gives you the opportunity to follow up with them after a service to ensure satisfaction and engage them further through newsletters.

Wrapping Up

Customer loyalty programs are a great way for you to hold on to your clients. They go a long way to ensuring your clients not only hold on to you but also act as brand ambassadors for your salon. When setting up a customer reward program, remember to keep it simple. It needs to be transparent for customers to understand.



WHY CUSTOMER LOYALTY PROGRAMS ARE BENEFICIAL FOR YOUR SALON

by Jean Ciel