

Fastest Growing Salon Group in the UK Reduces No Show Appointments by 35% with Centralization and Automation

The Problem

During closure as a part of the UK's COVID-19 lockdown earlier this year, the RUSH Hair & Beauty management team began an ambitious plan to completely overhaul the client experience, brand operations and increase their online brand presence. The RUSH team recognized that the overhaul required a digital and modern, all-in-one solution that both protects staff and clients while preserving a welcoming experience and provides best-in-class business performance results. As large and growing franchise brand, RUSH had additional, but significant requirements – centralized data access and reporting with transparency to each salon's performance and the ability to scale quickly during franchise growth.

The Solution

Through a partnership with Zenoti, the RUSH Hair & Beauty team found a robust, centralized and client-focused digital salon solution. With automated marketing capabilities, RUSH can now drive business performance by delivering the right message to the right client at the right moment while maintaining customized flexibility by location. Through the promotion of seamless self-service booking with integrated payment features the RUSH team can efficiently fill their appointment books and reduce lost revenue resulting from late cancellations and no-shows. Each of Zenoti's solutions reduce contact points and operating costs while promoting safe and excellent brand experiences. RUSH management can now also access key reports across all locations and identify areas of success and improvement for strategic decision making.

Key Takeaways

- **Self-Service Booking** – 'four click' booking with automatic service order adjustments and add-on service suggestions.
- **Online Gift Card Sales** – a quick and safe gifting solution that's stored in the cloud.
- **Automated Marketing** – segmented and personalized campaigns via email and text for increased client engagement and retention.
- **Waitlist and Turnaway Features** – reduces appointment book gaps with an automatic prompt when an appointment slot opens. Turnaway information is captured and available in reporting that assists with strategic decisions for staff hiring, staff availability and business hour changes.



Results

*3-month average post implementation.



14,670+ online appointments booked



23,300+ targeted marketing campaigns sent



52% gift cards purchased online



35% reduction in no show appointments

"RUSH is thrilled to use an all-in-one digital solution that helps us scale without compromising on the high-quality brand image we worked so hard to build. We're offering new and easy-to-use technology to clients and staff – all while ensuring a safe and excellent experience."

Andy Phouli

Chairman

About the Brand

RUSH is a national Hair and Beauty brand well established within the industry. Since opening their doors in 1994, they have earned more than 35 Global Hairdressing awards and are considered the fastest growing salon group in the UK. They pride themselves in making people feel special, no matter their role, and believe that both colleagues and clients are a part of the RUSH family.