

# PROFESSIONAL ACCOUNTABILITY



# PROFESSIONALISM IS THE VIBE



Nickee Blendz, a barber located in Virginia Beach, VA, is outspoken, talented, and passionate about her craft. She uses her clippers as her "paintbrush", to create haircuts that are works of art for her clients, whom she considers her "living canvases."

Professionalism is just as important as artistry to Blendz. It is the core of the sustainability of her business as a barber.

THE VIBE  
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# CREATING ACCOUNTABILITY



*"To achieve the professionalism I desired, I felt I had to model it first for my clients."*

Nickee Blendz

# THE CHALLENGE

## Making Time Matter

No-calls and no-shows are prevalent in many industries, including barbering. When this happens, the service provider typically doesn't have enough time to rebook the appointment with someone else. This leaves them with open-time slots where they don't make money.

As a woman in a male-dominated industry, Ms. Blendz needed to make sure her clients knew **she meant business** and that **her time was as precious as theirs**.



TIME  
MATTERS

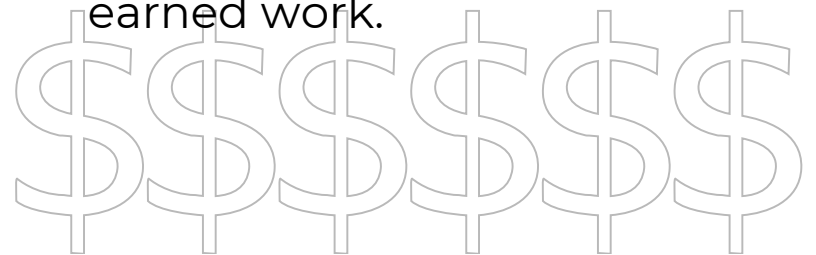
# THE NEED

## Creating a Professional Environment

- Holding clients accountable for their scheduled appointments
- Guaranteeing payments are received for services provided



Ms. Blendz needed a solution to help her reduce the time spent managing her no-call/no-show clients, as well as ensuring no one was giving her "funny money" for her hard-earned work.

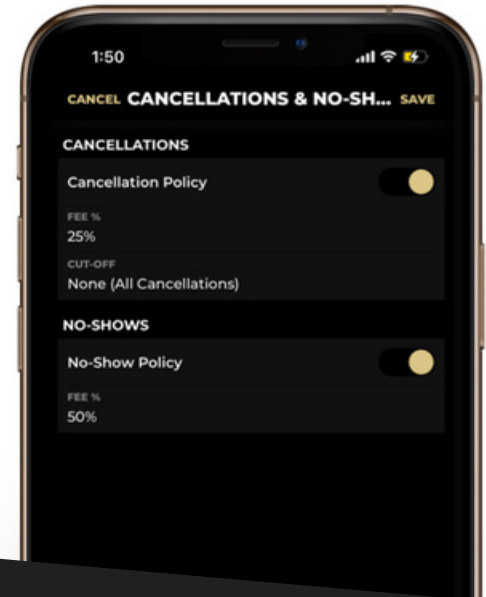




# THE SOLUTION

theCut provided the solutions Blendz was looking for by providing her with the following time and financial management capabilities:

- **Appointment reminders are sent out** via Push Notification on clients' mobile devices 2 hours prior to appointments.
- **Barbers are able to set cancellation and no-show fees** via mobile pay which automatically penalizes no-calls/no-shows.
- **Fraudulent activity is deterred** by requiring credit card pre-authorization when services are selected by clients.



Whether clients show up for appointments or not, Nickee Blendz still gets paid.

## THE RESULT

# 73%

Average reduction in cancellations and no-shows for Nickee Blendz over a 4-year period, from January 2017 to January 2021, since using theCut.

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It [theCut] allows me the ability to set guidelines and restrictions and stick to them while holding clients accountable. I am not facing financial decline for no call/no-shows.

# *theCut*

Having the ability to "automate accountability" has given Blendz the ability to be fully booked and create the professional atmosphere she desired for herself and her clients.

At theCut, we empower both barbers and their clients to be the best version of themselves. With theCut, Barbers can:

- Create a digital brand and presence for clients to discover, book & pay for appointments.
- Manage and build relationships with clients while effortlessly growing their business.

**Have Questions? Contact us!**

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