

Percent of Customers Pre-Booked Report Guide

The Percent of Customers PreBooked report lists all customers that pre-booked (reserved) a future service appointment on the same day that they experienced a service.

When to create the report

We recommend reviewing this report monthly and quarterly.

How to create the report

1. From the SalonBiz/SpaBiz menu bar, click on the Reports icon.
2. Double click on the Percent of Customers PreBooked from the report list side navigation.
3. Enter the beginning date and ending date for the report.
4. Choose to include or exclude standing appointments.

What it tells you

This report looks at each service staff member and displays how many clients they serviced, how many of them prebooked a service with the salon or rebooked a service with them during the specified time frame.

The report is organized by staff category (department).

- Number of Service Clients - the quantity of clients with service appointments
- Number Prebooked - the number of service clients that reserved a future appointment with the same staff member or another staff member in the location
- % of Customers Prebooked - the percent of service customers that reserved a future appointment with the same staff member or another staff member in the location
- Number Rebooked - the number of service clients that reserved a future appointment with the same staff member
- % of Customers Rebooked - the percent of service customers that reserved a future appointment with the same staff member

How it's used

This report is used to determine how well the staff is prebooking appointments and is frequently used in staff coaching sessions. It provides you with two measures - prebooked and rebooked appointments. The data is based on processed service tickets; therefore human influence is not a factor.



Percent of Customers PreBooked for 4/1/2008 to 4/30/2008

Including Standing Appointments

	Number of Service Clients	Number Pre-Booked	% of Customers Pre-Booked	Number Re-Booked	% of Customers Re-Booked
Color Team					
S	102	49	48.04%	38	37.25%
C	64	16	25.00%	11	17.19%
T	57	7	12.28%	3	5.26%
H	10	4	40.00%	2	20.00%
N	56	35	62.50%	28	50.00%
D	89	52	58.43%	41	46.07%
K	69	27	39.13%	21	30.43%
P	98	31	31.63%	17	17.35%
C	60	18	30.00%	16	26.67%
R	12	1	8.33%	0	0.00%
Category Totals	617	240	38.90%	177	28.69%
Design Team					
J	109	21	19.27%	20	18.35%
M	14	4	28.57%	0	0.00%
H	85	17	20.00%	11	12.94%
C	130	23	17.69%	16	12.31%
C	115	16	13.91%	11	9.57%
J	88	27	30.68%	21	23.86%
K	26	2	7.69%	1	3.85%
E	82	7	8.54%	4	4.88%
C	103	28	27.18%	22	21.36%
N	110	31	28.18%	20	18.18%
Q	158	26	16.46%	20	12.66%
S	59	12	20.34%	11	18.64%
M	139	21	15.11%	14	10.07%
Category Totals	1218	235	19.29%	171	14.04%
Esthetics Team					
J	244	33	13.52%	15	6.15%
K	29	4	13.79%	2	6.90%
Category Totals	273	37	13.55%	17	6.23%
Makeup Team					
E	6	0	0.00%	0	0.00%
Category Totals	6	0	0.00%	0	0.00%
Nail Team					
A	4	0	0.00%	0	0.00%
Category Totals	4	0	0.00%	0	0.00%
Support Team					
M	11	11	100.00%	8	72.73%
Category Totals	11	11	100.00%	8	72.73%

Percent of Customers PreBooked for 4/1/2008 to 4/30/2008**Including Standing Appointments**

Store Totals	2129	523	24.57%	373	17.52%
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