Personalizing the Salon Customer Experience

Personalization doesn't mean doing more. It's about paying attention and using systems to provide consistent experiences that build trust, loyalty, and keep clients coming back.

Make the Experience Feel Familiar

Consistent greetings, smooth check-in, and remembering small details create a sense of comfort clients associate with your salon.

Offer a Welcome Drink

Black coffee, tea, water with lemon. Small gestures = big impact. Bonus points if you remember what they usually say yes to.

Show Interest In Your Client

A quick "How did that trip go?" or "How's your new job?" shows you remember them as a person, not just an appointment.

Use Client Notes

Record preferences like parting, formulas, pressure level, or styling dislikes so clients don't have to repeat themselves every visit.

Adapt to Their Comfort Level

Some clients love to chat. Others want quiet time. Noting communication preferences helps everyone feel at ease.

Tailor Consultations to Lifestyle

Ask about maintenance level, schedule, and goals (not just what they want today), so recommendations actually fit their life.

Personalize Rebooking Conversations

Reference their usual timing, upcoming events, or maintenance schedule when suggesting the next appointment.

Suggest Add-Ons That Make Sense

Recommend treatments based on hair type, season, or past concerns (i.e. not a generic upsell for everyone!)

Use Follow-Up Messages Thoughtfully

Send a post-appointment text or email with aftercare tips, styling reminders, or product guidance tailored to what they received.

Recognize Milestones

A first-time visit acknowledgment, birthday note, or "welcome back" message after a long gap goes a long way.

New to DaySmart Salon?

Start your free trial and win back time to create a more personalized experience for your customers.

Start my free trial