

## Aveda on 3<sup>rd</sup>

### Rescheduling Plan During the Temporary Closure

#### Reasoning for this method:

1. This method allows for expeditious notifications to our guests, maintaining the integrity of booked appointments, and allows for the continuation of booking future appointments seamlessly.
  - This involves moving all of April – June appointments out to July- September, as a “Temporary Schedule”. If the salon can open prior to June 30<sup>th</sup>, we would simply then move the entire Temporary Schedule forward to the actual reopen date. These moves will be done initially without appointment specific conversations with the guests, they will simply be moved after our guest care team has a generic conversation with the guests (scripted below).
2. In Salon Biz:
  - We must move the appointments (or delete) from the April schedule before the date of the appointment passes, or they become a permanent No-Show Appointment and cannot be moved.
  - Moving the appointment, instead of cancelling and rebooking, allows us to keep all details associated with the appointment, including notes intact.
  - Moving several times is **much** less effort than creating a new appointment (if we were to delete them and add back, versus moving them)
  - If appointments are deleted and added back later, the ProBook data for all stylists will be adversely affected and not accurate at all. If they are moved instead, the ProBook data will remain accurate.

#### Important First Steps

1. Disable the ability for stylists to book services on their phones during the temporary closure and explain the “Why” to them.
2. Turn off Auto Text Appointment Reminders in Demand Force.

#### Process

1. Create several documents/Reports for use in planning the transfer of all appointments and or for archive to reference during the process, if needed.
  - a. Make a word document with Screenshots of All Appointments booked 4/1/20 through 7/4/20. This will serve as a reference for the starting point prior to the shifting of any appointments.

- b. Run report of all standing appointments through 12/31/20 (Standing appointments will have 1<sup>st</sup> priority and all possible will stay booked with the dates and times already booked through 12/31/20 less those that occurred during the temporary closure)
  - c. Run a report of Confirmation Calls for appointments between 4/1/20 and 6/30/20 (this is a list of all booked appointments within a specific date range by guest. This will show the name, dates of all scheduled appointments, when they were booked, phone number.
- 2. Mark the Standing Appointments in the system as “Do Not Move” in the system and by marking on the screenshots print out of appointments in May and June
- 3. Call all guests with existing appointments beginning with the first week of appointments in April. Either speak to them via phone or leave them a voice mail using the script below.
  - a. Script for call and/or leaving voice mail to notify guests their place in the booking calendar will be preserved: *Good morning/afternoon! This is \_\_\_\_ from Aveda on 3<sup>rd</sup>. I was calling to let you know that given the fluid nature of this pandemic, we are uncertain of our re-open date, because we do follow the county and state guidelines. To be fair to all our guests with existing appointments, we will be providing our guests with the same appointment week in the booking queue as their current appointments counting the week of April 6 as week 1 after re-opening. For example, if your appointment was scheduled for the week of April 6<sup>th</sup>, your new appointment will be the first week we are open. If it was the week of April 13<sup>th</sup>, your new appointment would be the second week we are open, and so on. However, any appointments we can move sooner than their current spot due to openings in earlier weeks, we will. Once we know our exact re-open date, someone from our guest care team will reach out to you with your specific new appointment date and time, and adjustments will be made at that time if needed. We appreciate your patience. Stay safe and healthy and we look forward to pampering you soon!*
  - b. Note required data when the call is made in the Existing Appointment Call Tracker – for Appointments already on the books by 4/1/20
    - i. Order of Call
    - ii. The date the call was made
    - iii. The Guests Name
    - iv. Telephone Number
    - v. Spoke with Guest OR Left Voice Mail
    - vi. Guest Care Team Initials who made the call
- 4. All guests who already had appointments booked as of 4/1/20 will be moved temporarily into the July – August schedule and have first options for the appointment slots available based on their week in the booking queue or if earlier appointments if available, (unless they are standing appointments on specific dates). ALL guests with existing future appointments booked as of 4/1/20 will be re-booked, *prior to any* new requests being placed in the booking calendar after the exact reopen date has been established. The salon manager will work with stylists to determine whether certain clients will need additional time for highlights, given the amount of time since their last appointment if they only booked for a retouch for example.
- 5. **Move All Existing Appointments week by week, moving some appointments to earlier weeks when possible** (excluding standing appointments i.e. Mrs. Smith’s Shampoo/Style appt every Wednesday @ 4:00pm with Alyssa, which will stay in their current booked location and the

appointments being moved will be booked around the standing appointments). The guests will not at this point be given their adjusted appointment date (see scripts below).

- a. Move All of Week 1 (week of April 6) to the week of June 29
  - b. Move All of Week 2 (week of April 13) to the week of July 6
  - c. Move All of Week 3 (week of April 20) to the week of July 13
  - d. Move All of Week 4 (week of April 27) to the week of July 20
  - e. Move All of Week 5 (week of May 4) to the week of July 27
  - f. Move All of Week 6 (week of May 11) to the week of Aug 3
  - g. Move All of Week 7 (week of May 18) to the week of Aug 10
  - h. Move All of Week 8 (week of May 25) to the week of Aug 17
  - i. Move All of Week 9 (week of June 1) to the week of Aug 24
  - j. Move All of Week 10 (week of June 7) to the week of Aug 31
  - k. Move All of week 11 (week of June 14) to the week of Sept 7
  - l. Move All of Week 12 (week of June 21) to the week of Sept 14
6. As customers call in for new appointments, we will write down their information in a New Appointment Request Queue Log, with their Name, Mobile Number, email address, service, date/time of requested and approximate time needed for appointment, and Stylists requested, if any. We will work together with the stylists, if there is a need for them to speak with the guest prior to booking the appointment.
- a. Script for New Appointment Requests: Good morning/afternoon. This is \_\_\_\_\_ from Aveda on 3<sup>rd</sup>. Thank you for your message referencing scheduling an appointment with us. *Due to the fluid nature of this pandemic, we are not certain when we will be allowed by the County or State to re-open. So, to be fair to all our guests, we are making our new appointment requests on a first call – first serve basis. We will take all the details of your appointment request now and assign you a number in the queue for scheduling the appointment, once we know our open date. We will fill our books in the order our guests called in with the first available appointment based on each request, and these will be filled around our existing appointments. We will then call you to let you know your scheduled date and time, and if it does not work for you, we will find another one that does. (Obtain the following information from the guest)*
    - i. Name
    - ii. Mobile Number
    - iii. E-mail address
    - iv. Service Type
    - v. Stylist Requested
    - vi. Preferred day of the week and time of day
- Thank you for your patience as we navigate this journey together. Stay safe and healthy and we look forward to pampering you soon!*
7. Log their appointment request details in the “New Appointment Request Tracker”, but do not actually book anything in in Salon Biz currently.
  8. Your Guest Care Team will continue to fill this log with all new requests in the order they are received, the entire time you are temporarily closed.
  9. Do not process any new appointment requests until **AFTER**

- a. you have a definite reopen date; and
  - b. all existing appointments in the “Temporary” appointment spots have been moved forward into their final appointment destination; and
  - c. all of the guests from the “Temporary” schedule have been called with their final appointment information.
10. Contact the guests on the New Appointment Request Tracker and begin booking their appointments in the order they were requested.
  - a. We prefer to make calls for these instead of simply assigning an appointment date, as there may be the need to open an additional day temporarily while we work through the back log of guests wanting to get their hair done.
  - b. If the Guest does not answer, assign an appointment date to preserve their space in the queue.
11. Note which date/time the Guest was assigned on the original tracking sheet. Call again with the specific appointment time, if they did not select the time with you.
12. The salon manager, guest care team, and stylists must all work together to make this a seamless transition for our clients and to have the necessary time allotted for each client. If there are some weeks where we need additional appointments available, our stylists (all except one) have already committed to work one or two extra days during each week to help guests get in sooner if needed. Those potential additional days/shifts will take place after we know our reopen date to help accommodate our guests.