
mylocalsalon Ratings & Rankings FAQ

1. Ratings FAQ

1.1 What are Ratings?

Ratings give your customers the opportunity to provide feedback on the experience they had at your salon. It is a series of 5 questions for your customers to rate your:

1. Cleanliness
2. Friendliness
3. Quality
4. Value for Money
5. Tell your friends (*Would they tell their friends about your business?*)

A step-by-step guide of the ratings process can be found on page 3.

1.2 Why do we need ratings?

Ratings are a great way for potential new customers to get a sense of the experience and service you are currently delivering to clients. New customers are looking for peer recommendations to help them make the right decision.

1.3 How do my clients know to rate me?

Your clients will receive an e-mail after their visit asking them to rate their recent experience with you.

1.4 Who sends the ratings e-mails?

There is an automated system built into your BookME and mylocalsalon service. After you go live with online booking the ratings e-mails will begin to run automatically.

1.5 Why are the e-mails from mylocalsalon?

The ratings received are published directly to your mylocalsalon profile to help attract new clients to your salon. If one of your clients wanted to see the comment they have made, they would go to your salon profile on <http://www.mylocalsalon.com.au>.

1.6 When does the e-mail get sent to my clients?

The e-mails are sent after their visit to the salon; that is, once their bill has been taken through the point of sale.

1.7 Who will get an e-mail for ratings?

All clients with an e-mail address will be sent the e-mail following their visit to the salon. This allows for maximum feedback from regular clients that love you, not just the ones that book online.

1.8 Can I edit the ratings e-mails or questions?

No, the e-mails and questions are set so that the responses are 'like-for-like' for each salon listed on the mylocalsalon website.

1.9 What if a client doesn't want to receive these e-mails?

Each e-mail has an option to unsubscribe from further e-mails. They can easily unsubscribe by simply selecting this option saying that they no longer wish to receive the e-mails. This will unsubscribe them from the mylocalsalon rating emails only – not your individual salon's email marketing.

1.10 What if I get a bad or untrue comment? Can I remove it?

Yes, you can have a comment removed. To do so, please contact our support team. We adhere to a limit of 3 comment removals per 6 months.

2. Ranking FAQ

2.1 What is Ranking?

Your rank is your placing against the other salons in your state.

2.2 How does it work?

Each rating from each of your customers provides you with a score. Your overall average score is then placed alongside the average score of all the salons in your state producing the ranking.

2.3 So why am I ranked 23?

Your ranking is a reflection of your salon's average score compared to the other salons. That is, the salon with the highest average score will rank at number 1.

2.4 Why am I ranked lower when I have so many ratings? I noticed the salon ranked number 3 only has 12 ratings!

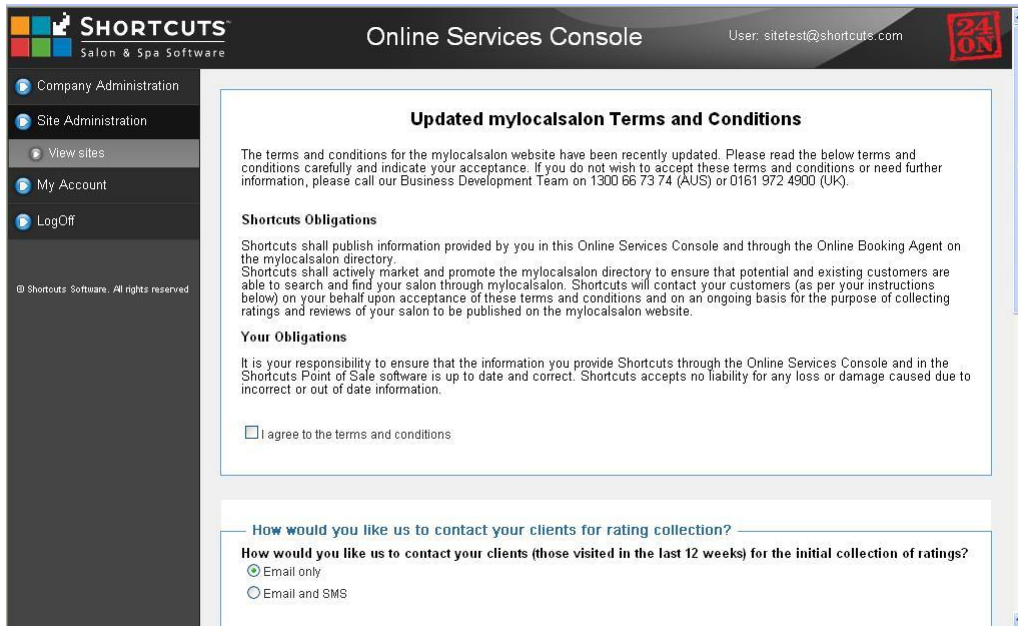
Ranking is about quality, not quantity; an average score is produced for the salon regardless of the number of clients that have rated it. Salons ranking highly have a higher average score; likewise, if your rank is lower it means that your clients haven't rated you as favourably.

2.5 How can I improve my ranking?

If more clients not only rate you, but also provide a high rating, this will increase your average score and in turn improve your ranking. Use the valuable feedback that your clients are supplying to provide them with the service that they are looking for.

3. Rating E-mails – How it works

1. To begin, you will need to log into your Online Services console and accept the Terms & Conditions for sending ratings e-mails. (This usually happens during your BookME training, when your educator is explaining how the ratings e-mails work).

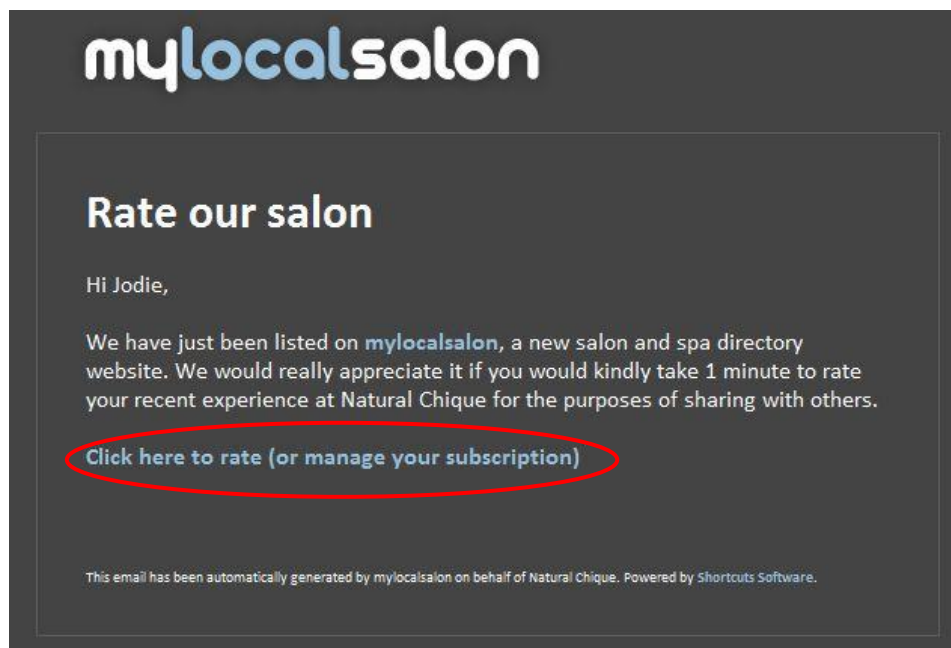


! *The latest version of the mylocalsalon Terms and Conditions can be found at: <http://www.shortcuts.com.au/mylocalsalon/terms/mylocalsalon-Terms-and-Conditions.pdf>*


2. A batch of ratings e-mails are triggered by accepting the Terms and Conditions. This is a one-time only batch that goes out to every client that has had a transaction with that salon in the last 12 weeks.

Following this, the ratings e-mails go out on a daily basis as triggered by completed transactions in Shortcuts. (This enables you to receive maximum positive feedback from regular clients that love your business, in turn increasing your ranking!)


3. A ratings e-mail looks like this:



To rate your salon or unsubscribe, they click on the link as circled above. This will take them to a webpage similar to the following.



Luke Reynolds Hairdressing



Please Rate Us

Thank you for your recent visit to Luke Reynolds Hairdressing. We would really appreciate feedback on your experience with us.

Please rate us on the criteria below and leave a comment if you wish.

How would you rate the cleanliness of our premises?

How would you rate the friendliness of our staff?

How would you rate the quality of your service experience?

How would you rate the value for money of your service experience?

Would you tell your friends about us?

Poor Excellent

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Please leave any further feedback here

Please use the below space to leave your feedback. Comments displayed should accurately describe your experience with the salon. Using inflammatory language and generalizing should be avoided. This will ensure your review will be seen as credible for not only the mylocalsalon site, but also for the salon itself. For example, if you feel you were overcharged, rather than saying "this place is a rip off", just tell us that you paid more than what you expected for that service. Your comments will be published on mylocalsalon so please refrain from using bad language or including personal details.

I no longer wish to receive this type of email from Luke Reynolds Hairdressing.

Clients rate your salon here

If clients wish to unsubscribe, they tick this option

4. Clients rate your salon according to the five available questions, and have the option to leave a longer comment if desired.
 If they wish to unsubscribe from further e-mails, they simply tick the option indicated in the above picture.
5. Finally, they click the **Submit** button to complete their rating.

6. You can see the number of ratings you have received in your mylocalsalon profile page:

Rated by 84 customers



As well as the comments that your clients have made:



★★★★★ about 101 days ago

A tranquil place to be even for a wax! Emily's warm personality & professionalism makes you feel welcomed and you don't feel rushed or you're being sold every product like a lot of beauty spas do.



★★★★★ about 101 days ago

Professional and very friendly service coupled with superior quality haircut. Value for money and never a bad experience. Great use of technology for appointment booking and reminders. Use of top quality products.



★★★★★ about 101 days ago

So good that there is a salon that does not charge the earth, is serious about its services and makes you feel welcome in it lovely premises.

We recommend you check the comments on a regular basis to really make the most of the feedback.