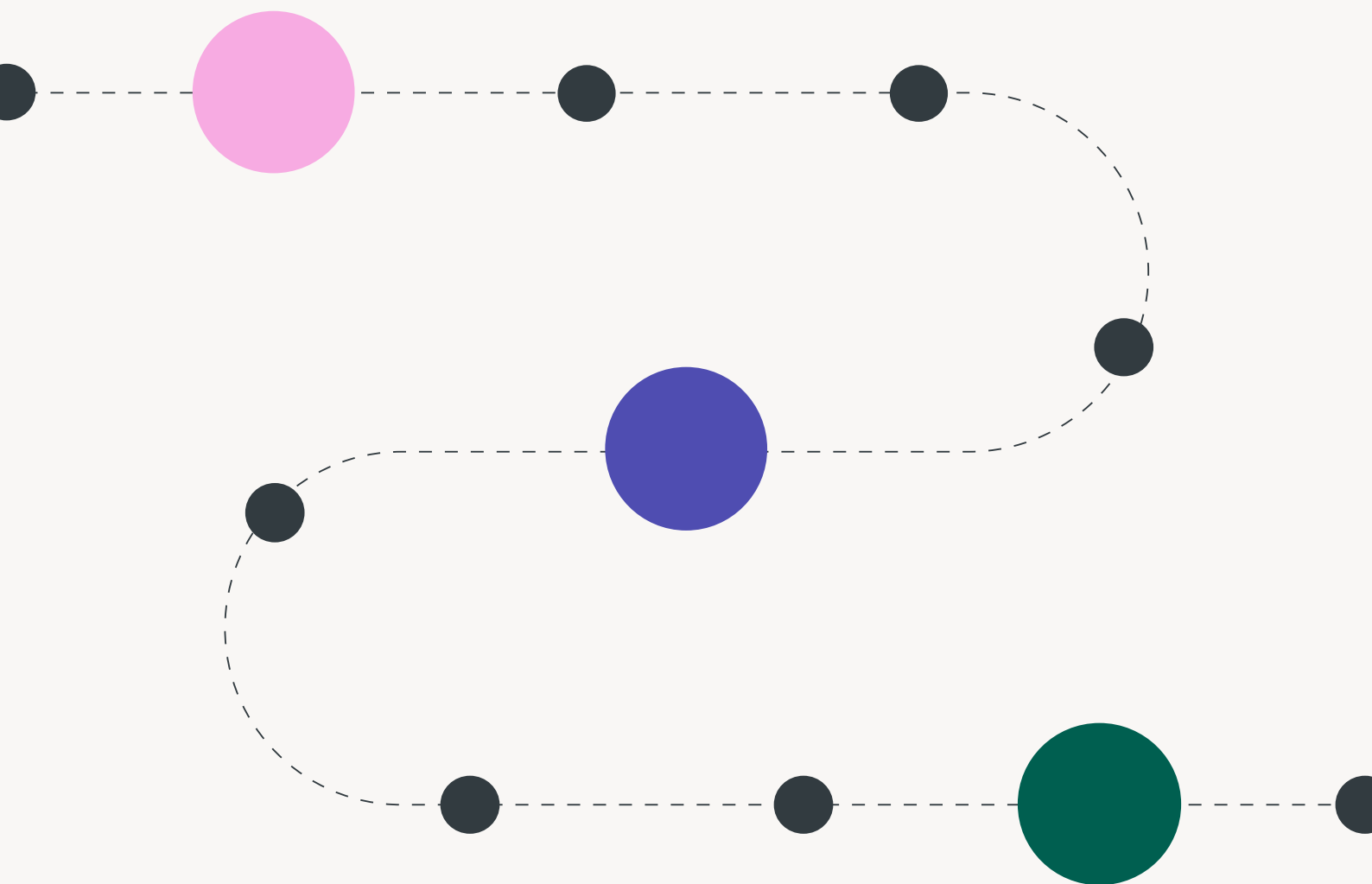


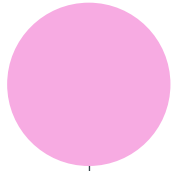


The ultimate guide to automating your salon's client experience

From online bookings to follow-up messages, every client interaction is a chance to build loyalty – and with automation, you can set and forget.

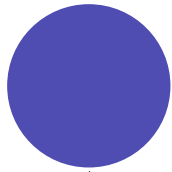


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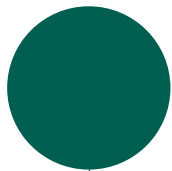
Making the appointment

- 01. Set up online bookings with custom questions
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After the appointment

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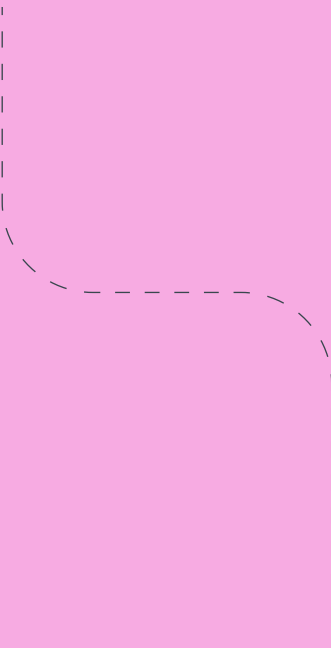


Making the appointment

01. Online booking

02. Online payments & deposits

03. Confirmation messages



Set up online bookings with custom questions

Online booking is where the magic begins and it's the first step to a smoother client experience. With Timely, you can collect key details upfront so your clients book the right service every time, saving time and frustration.

Ever had a client book the wrong service length? Or show up needing a different treatment to what they booked? With custom booking questions, you can help get important information before the appointment, to reduce errors and ensure a smooth client experience.

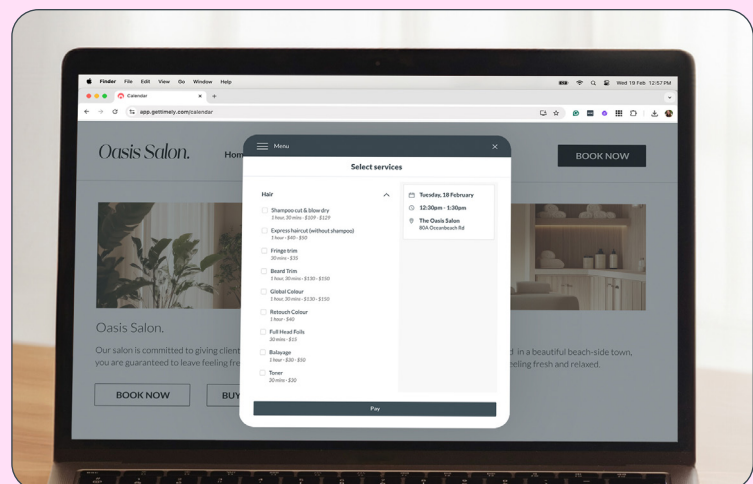
Adding a few simple questions when clients book online make the whole process easier for you and your clients.

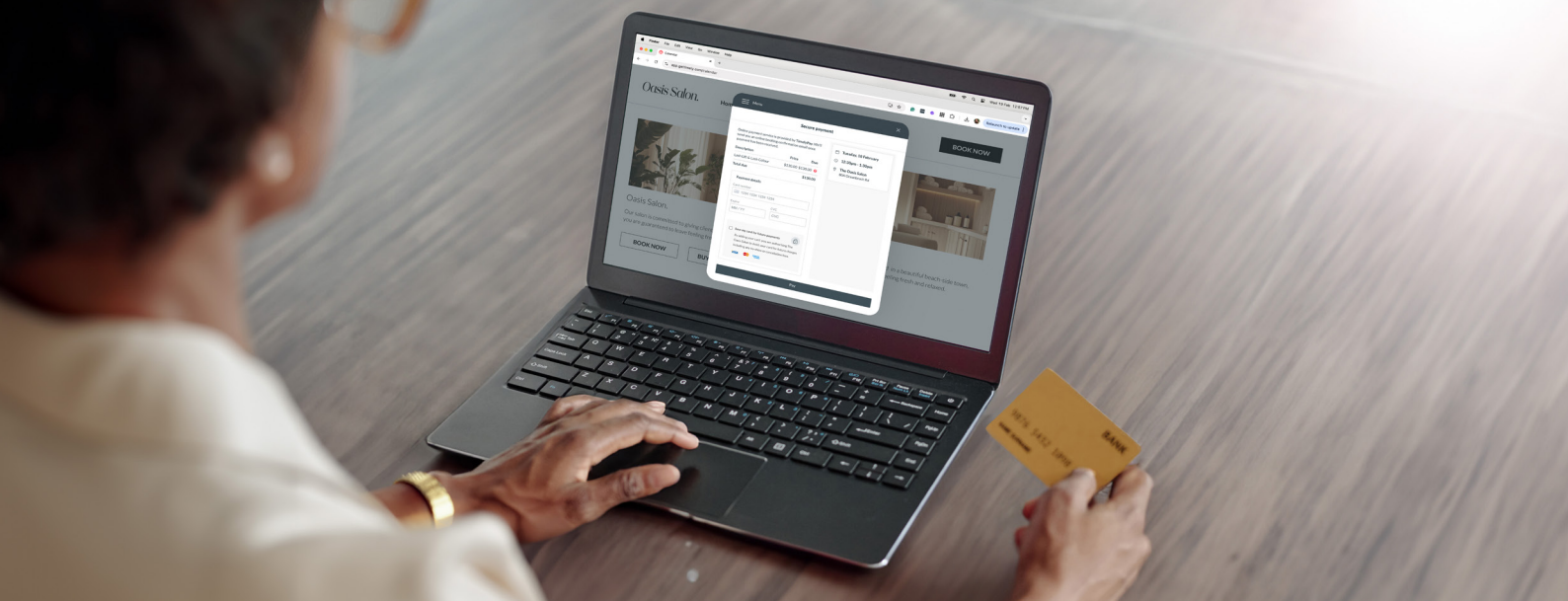
➔ Why clients love online booking

There's no need to pick up the phone, they can see all your available slots and choose a time that suits their schedule. That means less calendar mishaps and no chance of miscommunication!

HOT TIP

Test your booking process as though you're a new client – you'll spot any unclear steps or missing info.





MAKING THE APPOINTMENT

02.

Protect your income with online deposits

No-shows and last minute cancellations can leave big gaps in your schedule and cost you money. Taking an online deposit at the time of booking helps you filter out potential time wasters and ensures your clients turn up.

Clients are also more likely to show up if they've paid a deposit as they've already invested in the appointment. And you have the security of knowing that even if someone does cancel at the last minute, you haven't lost the full value of the appointment.

➔ Why clients love online deposits

Online deposits effectively help clients spread the cost of their appointment. If you ask for a 50% deposit up-front, they only have the remainder to pay when they leave. What might seem like a disincentive, actually encourages clients to turn up and means that they've got less to pay at the end of the appointment!

Send automated confirmation messages

Keep your clients in the loop every step of the way. With automated confirmation emails and SMS you can confirm the appointment and remind them of it closer to the time.

Set up automated confirmation to send at the time of booking and set reminder messages to send at a set time before their appointment (e.g. 24 hours in advance).

➔ Why clients love confirmation messages

Getting a confirmation message on booking helps reassure clients that they've booked for the right day and time. And sending an appointment reminder message helps reduce no-shows.



Roxie Resali,
Beauty Clinic and Academy

“Timely has completely automated my operations, eliminating the need for manual admin. One of my favourite features is the automated confirmation texts, which have significantly minimized no-shows, as well as the option to request deposit payments – an absolute game-changer.”



Before the appointment

04. Digital consultation forms

05. Client login

06. SMS reminders



Automatically send digital consultation forms

Set up automated digital consultation forms to send when clients book their appointment online. They can fill it out on their phone at their convenience so when they arrive, you're ready to go – no awkward clipboard moments at the counter. Just a smooth, modern experience from the very start.

Digital consultation forms help you:

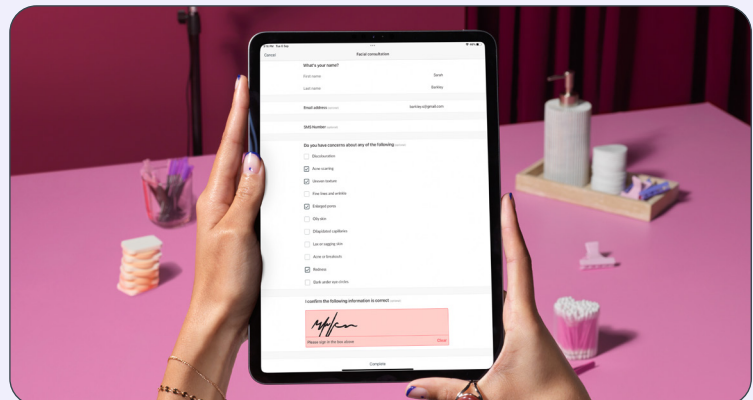
- Keep all your client records in one place
- Reduce wait times, start things smoothly
- Provide a professional, organised experience

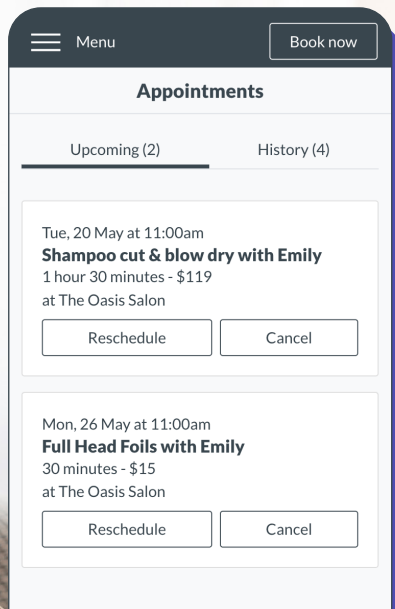
➤ Why clients love digital consultation forms

Turning up to what should be a relaxing appointment and having to fill in a bunch of forms can be annoying. Especially if you're running late! With digital consultation forms, clients can let you know about anything they might need from their appointment in advance. So they can turn up and get right into the pampering!

HOT TIP

Ask clients to upload inspiration photos. You'll know exactly what they want – whether it's the perfect blonde tone or bridal makeup look.





BEFORE THE
APPOINTMENT

05.

Use client login to make rebooking a breeze

Let clients see their upcoming appointments and booking history with client login. They can make changes to existing appointments, rebook more quickly and can complete any consultation forms you send them. Less admin for you and more time for what matters most.

↪ Why clients love it

They'll feel in control of their appointment. In just a few clicks they can log in, change their appointment, rebook, or fill in consultation forms.

Reduce no-shows with SMS reminders

A simple SMS reminder the day before an appointment can be the difference between a full-schedule and a no-show. Life gets busy and clients appreciate the nudge.

Timely's automated SMS reminders help:

- Reduce missed appointments
- Give clients time to reschedule if needed
- Keep your day running smoothly

➔ Why clients love it

A little reminder goes a long way. An SMS gives clients the details they need to know: when, where and what time - no need to dig through emails or search their calendars. It's like a digital PA keeping them on track.

HOT TIP

If a client does cancel, you'll have time to fill the spot and avoid lost income.

Hi, this is a friendly reminder of your appointment on `BOOKING_DATE_TIME`.

Reply 'Y' to confirm or 'N' if you need to reschedule your appointment on Wednesday. Note, a 24 hour cancellation policy applies.



After the appointment

07. Follow-up messages

08. Rebooking reminders



Follow-up messages and reviews

A great client experience doesn't stop when they leave the salon. Automated follow-up messages show clients you care and help keep your business top of mind.

Aftercare messages can include:

- Instructions for post-treatment care (skin needling, hair colour maintenance, brow tattoo healing, etc.)
- Recommended products to maintain their results
- A link to book their next appointment
- And while they're still buzzing about their new look, send a gentle request for a Google review. Happy clients love to share their experiences, but sometimes they just need a little prompt!

→ Why clients love it

Aftercare messages show you care! For appointments that require specific aftercare instructions, like how to care for a tattoo, it can be helpful to have those instructions written down for clients to refer back to.

HOT TIP

Include links to recommended products (or your online store) for extra revenue.



Hi, thanks for coming in today! Remember to avoid getting the lashes wet for 24 hours. We recommend using this serum for even better results.



Oasis lash serum
theoasis.com/products/lashserum

Set and forget rebooking reminders

Some clients might rebook at the time of their appointment. Others might want to wait and see how their treatment turns out in the coming weeks. Set rebooking reminders to send automatically a set time after their appointment to prompt them to rebook. This helps keep your calendar full, your revenue steady, and your clients looking great.

↪ Why clients love it

It takes the work out of booking appointments! And you can make them feel like VIPs with well-timed reminders.

Rebooking's just the beginning

That's the beauty of automation! When a client rebooks, they go back to the start of your journey. Your system picks up right where it left off. Less admin, happier clients, every time.

Want help writing SMS reminders, consultation questions, review requests and more?

Download our handy cheat sheet with questions, phrases and messages ready for you to copy, adapt and send to your clients.

Download now





Ready to automate your
salon's client experience
with Timely?

Start your free trial