



**Survey On The Spot**  
14 Buswell Park, Newton, MA  
02458

Phone: 888.330.7118  
Email:  
sales@surveyonthespot.com

twitter.com/surveyonthespot  
surveyonthespot.com/blog

## **Joi Salon**

Joi Salon and Spa Escape is one of Boston's premier salons. They have implemented Survey On The Spot using the iPod touch solution and find that the user experience fits the expectations of their clientele very well.

### **Problem**

#### **Joi needed to:**

- Insure ongoing and continuous improvement of their customer experience
- Radically improve response rates for customer feedback
- Generate feedback with minimal cost
- Utilize the Management Alert feature to address any service issues in the moment
- Generate an increased level of participation in their email club and eliminate email administration

### **How Survey On The Spot helped**

#### **Management Alerts:**

Delivered within 10 seconds of survey submission. These have proven very effective for employee coaching in particular.

#### **Cost savings & Benefits:**

- Eliminated the need to print comment cards
- The value that results from getting higher levels of feedback, email signups and instant alerts provides an excellent return on investment

#### **Other observations:**

- Easy visibility of the system creates a stronger 'Service Halo' within the organization
- Everyone is 'aware'
- Automated weekly report delivery keeps performance top of mind
- The customer experience of taking a survey is enjoyable and easy to use

#### **Voice of OUR Customer - Erica Harris, Owner**

"We are constantly looking for ways to enhance the customer experience at Joi. Being able to gather comprehensive feedback from our customers in real time will help us to ensure that every customer leaves Joi feeling refreshed, rejuvenated and happy."



### How other salons and service businesses can use Survey On The Spot

By implementing Survey On The Spot, businesses can:

- Greatly improve customer feedback rates
- Learn more about the daily operations of their salons across multiple locations
- Gain immediate insights about their guest's experience the same day
- Receive instant management alerts if a customer experiences a service issue
- Engage their customers and strengthen their email marketing list.