

The Service Consistency Audit

Every client has a primary stylist. This card ensures they have a backup – and a record – so a departure doesn’t mean a lost client.

STEP 01 · IDENTIFY

92For each client: who is their primary stylist? Is there a documented secondary?

STEP 02 · DOCUMENT

92For every active client: services, color formulas, preferences, allergies, conversation topics. A new stylist should be able to run a first appointment from the card alone.

STEP 03 · TEST THE HANDOFF

92Pick two clients. Have their backup stylist read their card. Could they perform the service without asking the primary? If no: the card is incomplete.

STEP 04 · SET THE POLICY

92When a stylist is absent: backup runs the appointment using the card. Clients who have no backup assigned are offered two options – reschedule or try another stylist with a discount.

Salons with documented client cards lose **19%** of a departing stylist’s clients. Salons without: **60%**.