SHOWHOW · SOP

Salon Front Desk SOP

The front desk decides whether a client rebooks. A warm check-in, an accurate appointment and a smooth payment keep the chairs full; a double booking or a fumbled card payment sends clients somewhere else. This procedure is for receptionists, and for stylists who cover the desk, in small hair, nail and beauty salons. Add your own booking system and cancellation policy to make it fit.

What you'll need

- Booking system login
- Service menu with prices
- Your cancellation and no-show policy
- Card terminal

Steps

01 **Answer the phone within three rings, with the salon's name and your name.**

Smile when you answer. People can hear it.

02 **Ask which service and which stylist the client wants.**

Then offer two specific times rather than asking "When works for you?"

03 **Take the client's name, phone number and email, and read them back.**

Ask new clients how they heard about the salon.

04 **Book the right length of time for the service, including processing time.**

Check the service list in the booking system rather than guessing.

> **Watch out:** Booking a color into a haircut slot puts the whole day behind.

05 **Explain the cancellation policy when you book.**

One friendly sentence. Note in the system that you told them.

06 **Greet clients by name when they arrive, and offer them a drink.**

Take their coat and let the stylist know they're here.

07 **Ask new clients about allergies before any service.**
Do any patch test your salon requires and write it in their client notes before the service starts.

08 **Check the ticket against what was done before you take payment.**
Add any products or extras the stylist used.

09 **Offer to book their next appointment before they pay.**
"Shall we book you in for six weeks?" Most rebooking happens at the desk or not at all.

10 **Take payment and offer a receipt.**
Follow the cash handling procedure for cash.

11 **Call or text no-shows within 15 minutes of their appointment time.**
Be kind; most no-shows simply forgot. Apply the policy the way your salon has decided.

12 **Send reminders for tomorrow's appointments before you finish.**
Only if your booking system doesn't send them automatically.

How to adapt it

- Write your own greeting and cancellation policy into the steps.
- Keep a printed list of service lengths at the desk for when the system is down.
- Train stylists on the desk too, so cover is never a problem.
- Add product recommendations as a separate procedure.