

National Hair Salon Franchise

A national hair salon franchise increases retention and wins back customers with automated local campaigns.

The Business Challenge:

The hair salon company serves about two million customers weekly, across 4,400 locations, and is open seven days a week. The corporate team needed to create an easy way to automate their localized marketing efforts to current customers to increase retention rates. In addition, they wanted to create and run an ongoing program to identify new customers through a targeted direct mail and new mover program to increase new business. These programs needed to be based on set business rules, at the local level, that required little intervention by the corporate marketing team.

OneTouchPoint Solution:

Direct Mail Campaign Automation

OneTouchPoint integrated with the brand's customer data to enable a weekly automated feed. Using the customer data, OneTouchPoint applied business rules against the data for weekly customer segmentations and selections for ongoing direct mail campaigns including: New Customer, Lapsed, Loyal, Birthday and more.

New Customer Acquisition Programs

OneTouchPoint automated new customer programs and biweekly new mover programs with automated list acquisitions and batched sends. The salon franchisee owners at the local level customized the outgoing direct mail piece to include local salon information, different coupon values, coupon types, expirations dates and variable creative.

Flexibility at Corporate & Local Level

In addition to campaigns run at the local level, the corporate team also executed campaigns on behalf of its salons, so data had to be analyzed to ensure customers did not receive multiple mailings or conflicting messaging/offers. OneTouchPoint managed the data analysis by analyzing corporate and franchise orders at the customer level.

Business Rules

Managing a hierarchy of business rules specific to the brand is automated through the OneTouchPoint platform, reducing complexity and saving time and effort at the brand and local level. Customer data is automatically pulled into the appropriate campaign for execution.

Campaign Results

- **Increase in lift of 200%** using Automatic Database Campaigns
- **Increased retention**
- **300,000+** mail pieces sent weekly

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