

MINI-GUIDE: Star Clients

STAR CLIENTS

Kitomba gives you the ability to award “Stars” to your clients. Star Clients visually shows you in Kitomba which clients are your 5 Star Clients and what’s stopping other clients from becoming 5 Star Clients.

With your Star Clients, there are 5 areas that your clients can earn a star:

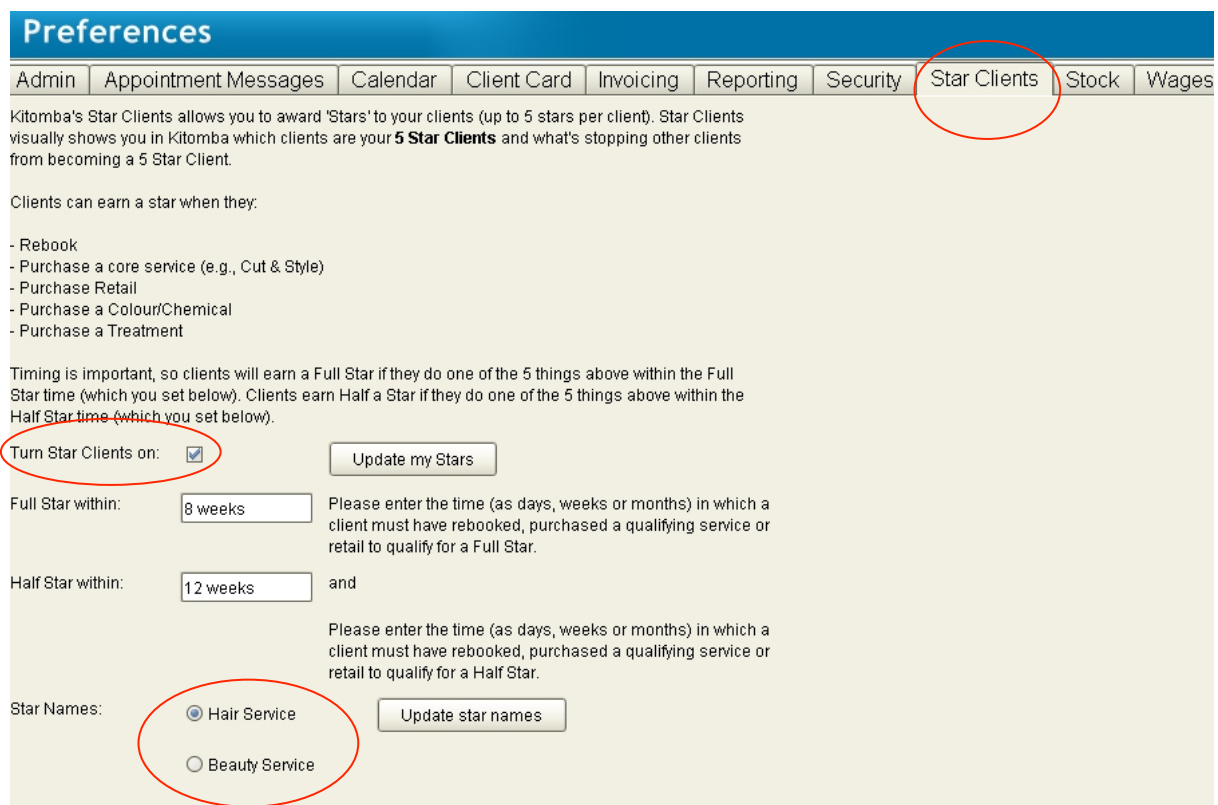
Hair

- 1) Cut and Style purchase
- 2) Colour/chemical purchase
- 3) Treatment purchase
- 4) Retail purchase
- 5) Rebooking

Beauty

- 1) Maintenance service purchase
- 2) Body service purchase
- 3) Face service purchase
- 4) Retail purchase
- 5) Rebooking

The default setting for Star Clients is off. To turn this function on go to Admin / Preferences / Star Clients and click ‘Turn Star Clients on’ then select the Star Names you would like to use.



Preferences

Admin | Appointment Messages | Calendar | Client Card | Invoicing | Reporting | Security | **Star Clients** | Stock | Wages

Kitomba's Star Clients allows you to award 'Stars' to your clients (up to 5 stars per client). Star Clients visually shows you in Kitomba which clients are your **5 Star Clients** and what's stopping other clients from becoming a 5 Star Client.

Clients can earn a star when they:

- Rebook
- Purchase a core service (e.g., Cut & Style)
- Purchase Retail
- Purchase a Colour/Chemical
- Purchase a Treatment

Timing is important, so clients will earn a Full Star if they do one of the 5 things above within the Full Star time (which you set below). Clients earn Half a Star if they do one of the 5 things above within the Half Star time (which you set below).

Turn Star Clients on: Update my Stars


Full Star within: Please enter the time (as days, weeks or months) in which a client must have rebooked, purchased a qualifying service or retail to qualify for a Full Star.

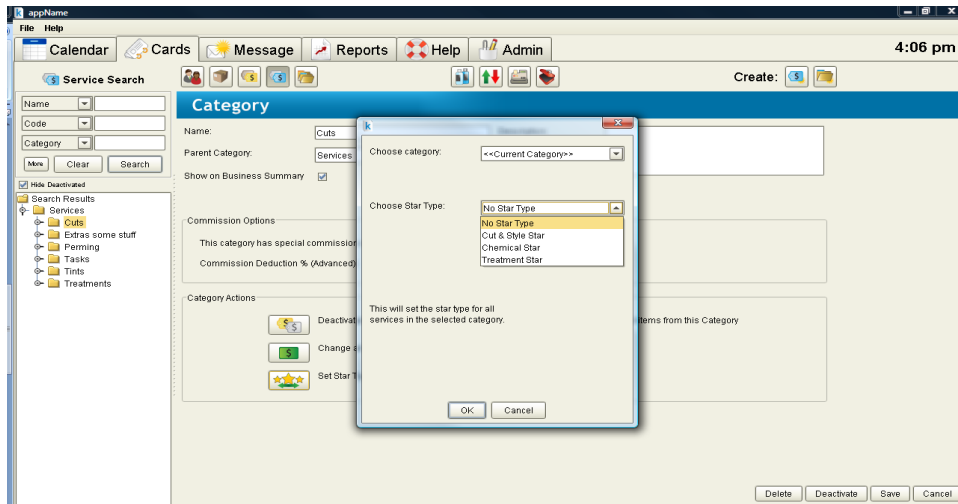
Half Star within: and

Please enter the time (as days, weeks or months) in which a client must have rebooked, purchased a qualifying service or retail to qualify for a Half Star.

Star Names: Hair Service Update star names
 Beauty Service

Once stars have been activated you need to tell Kitomba which categories and services belong in each area.

To do this go to Cards / Work with services icon  / click on Set Star Type of all services in this Category then choose your category and your star client type.



Once you have set you star area for each category, you need to return to the star client's page in preferences and finish the setup.

Select a time period for your Star ratings

Timing is important, so clients will earn a Full Star if they do one of the 5 things above within the Full Star time (which you set below). Clients earn Half a Star if they do one of the 5 things above within the Half Star time (which you set below).

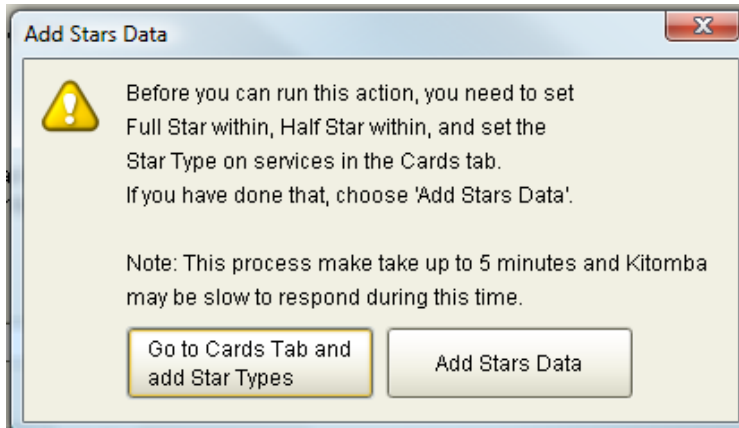
Turn Star Clients on: Update my Stars

Full Star within: Please enter the time (as days, weeks or months) in which a client must have rebooked, purchased a qualifying service or retail to qualify for a Full Star.

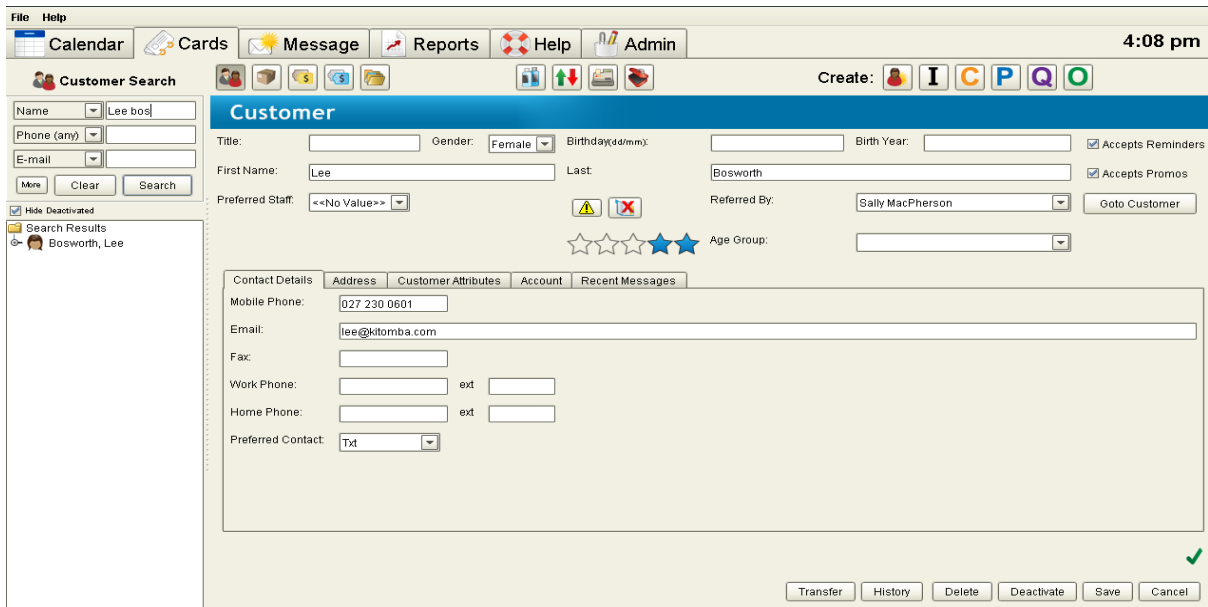
Half Star within: and

Please enter the time (as days, weeks or months) in which a client must have rebooked, purchased a qualifying service or retail to qualify for a Half Star.

Once this is done click the  Button and then the Add Stars data button.



Once the set-up has been done Kitomba will automatically track your stars for you.



STAR CLIENT REPORT

Gain greater insights into how many clients your staff service in each 'star category' with the new Star Clients report. This report allows you to quickly see which of your staff has the most full-star clients and who may need help in areas such as re-booking or retail. You can also see a breakdown of the types of stars within each staff member's client base. This is a great tool for understanding how your staff are progressing and where they may need extra support.

To run the report go to Reports / Star Clients / and select your parameters from the list below and click 'Execute'.

A summary of your clients star ratings. If Credit Service to is set to 'Designated sales person' Kitomba will assign the client and their star rating to the designated sales person set on the invoice. If Credit Service to is set to 'Who did work', the client and their star rating will be

Start Date: 08-Apr-11

End Date: 14-Apr-11

Staff Person: All

Credit Services to: Who did work

Show: Number

The report will give you a breakdown of the number of clients with each star rating your staff have and a breakdown of the number of clients with each star type.

