



HAIRDRESSER LOYALTY REPORT 2024

This is how your
customers think



In cooperation with Handelsverband Österreich

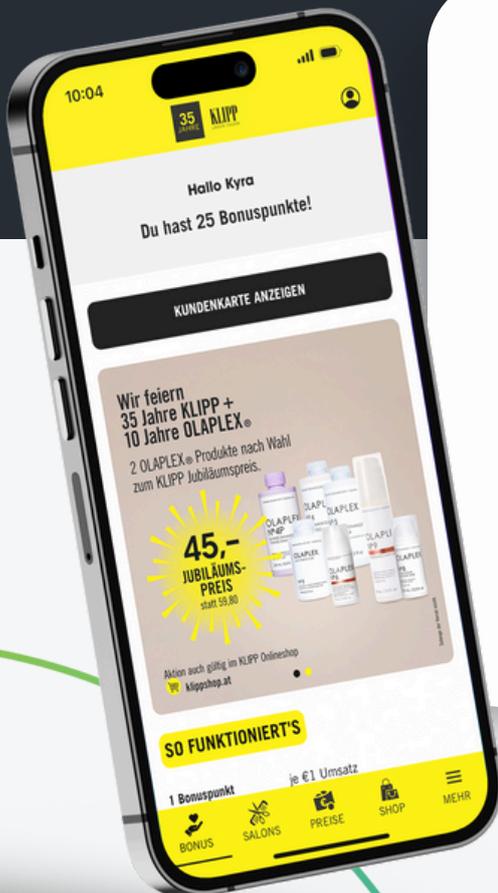


HAIRDRESSING INDUSTRY



95.6%

of respondents find **customer loyalty programs** in the hairdressing industry attractive.



LOYALTY CLUB

The innovative hairdresser KLIPP - based in beautiful Thalheim in Upper Austria - has been **in the digital fast lane** since the end of 2023.



175.000+

registered app users a few months after app launch



200.000+

purchases with usage of the new app



4.9 Stars

average app rating in the various app stores

35.5%



of respondents **spend more** since using a customer loyalty program.

How attractive do you find customer bonus programs (e.g. customer card, loyalty club, collection pass) in the 'service companies' sector? (n=251)

In your opinion, how has your purchasing behaviour changed at those companies/businesses where you use a customer bonus program since you became a member? (n=251)



Purchasing behavior in the hairdressing industry

Weekly Information

84.4 %

of those surveyed would like to be informed about new offers at least once a week.

In-App Offers



39.4 %

of respondents would like to be informed about new opening hours via a hairdresser's app.

Customer Loyalty Programs in the hairdressing industry

Customer Preference



67.3 %

of those surveyed prefer to visit a hairdressing salon that offers a customer loyalty program.

Discounts



51.8 %

state that they find discounts on certain products or services in customer loyalty programs particularly appealing.

How often would you like to be informed about offers and news from companies? [n=237]

Which benefits/rewards would be particularly attractive to you in customer bonus programs in the 'service companies' sector? [n=251]

When you think of customer bonus programs in the 'service companies' sector, which of the following statements do you agree with? [n=251]

How would you like to be informed about offers and news from companies you buy from at least occasionally? [n=251]



Digital customer loyalty programs in the hairdressing industry

Digital Programs



More than a fifth

prefer a hairdressing salon with a digital customer loyalty program.

App beats loyalty cards



57.8%

see it as an advantage to always have their smartphone with them compared to a physical customer card.



Inflation in the hairdressing industry

Usage since inflation

42.6%

of respondents use customer loyalty programs more frequently since inflation levels rose.

Support for savings



88.8%

state that, especially in times of high inflation rates, they feel supported by customer loyalty programs trying to save money.



Customer Feedback

from the hairdressing industry



Petra Grill

Head of Marketing
KLIPP Hairdresser



'The app launch exceeded all our expectations.'

'It was clear to us from the outset that no standard product would be suitable for the digitalisation of our customer loyalty programme. That's why we opted for a professional and flexible partner from the outset. That's why we chose hello again. And it paid off: within a very short time, KLIPP has gained more than 150,000 app users.'



SUMMARY

Probability of switching

8 out of 10



respondents would rather use a digital solution, if one existed!

Suppose there was also a digital alternative for your physical customer bonus programs (e.g. app with customer account). Would you switch to a digital solution? (n=232)



Build your own customer loyalty app in 60 seconds!
Test the App Builder now!



We would love to share more information with you in a non-binding talk!
Get in touch now!