

# aveda benchmarks

Using common components of successful salons Aveda created key business measurements. Together with Aveda we created this tool that will support you in growing your business.



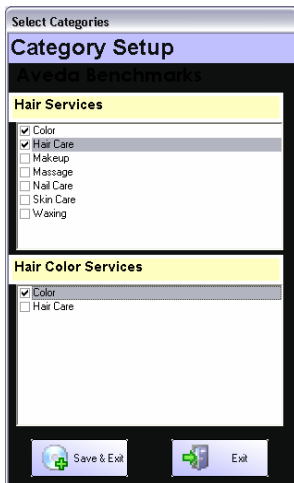
## Opening Aveda Benchmarks

1. From your desktop screen, double click on the Aveda Benchmark icon.
  2. The Benchmarks program will open to the Entire Location view.
- ❖ Note: It may take a few minutes to load the data.

## Category Setup

*In Order to create the Hair Color as a Percent of Hair Service calculation, you will need to perform an initial set up.*

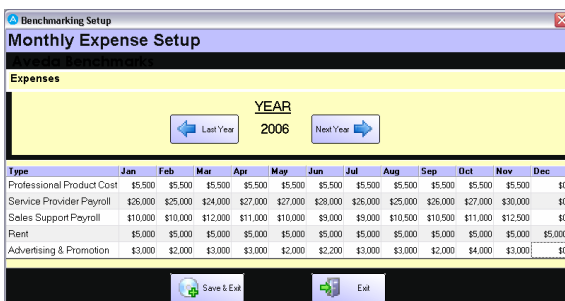
1. Double click on the Aveda Benchmark icon on your desktop.
  2. Click on Edit in the menu bar.
  3. Choose Category Setup. Your service categories will be loaded into the Category Set Up function.
  4. In the Hair Services area, select all of your hair service categories. These will appear in the Hair Color Services area after you select them.
  5. In the Hair Color Services area, select which services are your color services.
  6. Click the Save & Exit button. This calculation is now set for the program to calculate.
- ❖ We encourage you to set up separate hair color and hair cut services. If you have a service called “Cut with Color”, there is no way to track the above measurement.



## Expense Setup

*In order to create the Expense Benchmark calculations, you will need to enter information from your P&L Statement into the Monthly Expense Set Up area.*

1. Double click on the Aveda Benchmark icon on your desktop.
  2. Click on Edit in the menu bar.
  3. Choose Monthly Expense Setup.
  4. Manually enter your actual expense numbers for each month for each expense in their corresponding fields. Note: The expense benchmarks you enter are stored and kept as a running total for the calendar year.
  5. Click the Save & Exit button. The expense benchmark calculations will now calculate for you.
- ❖ The expense benchmarks area is only displayed when the all staff view is selected. “This Month” column will show zeros until the expenses for the month are entered.



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## Viewing The Benchmarks

1. Double click on the Aveda Benchmark icon on your desktop.
2. You will notice that the Benchmark Overview for the Entire Location is generated immediately.

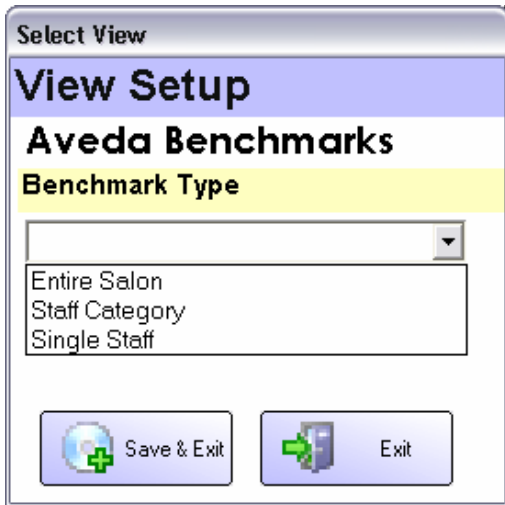
## View Setup

1. Double click on the Aveda Benchmark icon on your desktop.
2. Click on Edit in the menu bar.
3. Click on View...
4. Select from the drop down menu:
  - Entire Location
  - Staff Category
    - Select a staff category from the Select Category drop down menu.
  - Single Staff
    - Select a staff member from the Single Staff drop down menu.
5. If you chose something other than Entire Location view, a second selection box will be displayed so that you can choose the Staff Category or Staff members you wish to view.
6. Click the Save & Exit button.
- ❖ Note: Benchmarks will reload information for your selected view.

## Benchmark Report

*The Aveda Benchmark report consolidates each team member, by their staff category, onto one page with all of the key business measurements. You can enter the date range of your choice.*

1. Double click on the Aveda Benchmark icon on your desktop.
2. Click on File in the menu bar.
3. Click on Aveda Benchmark Report.
4. Select a start date from the Start Date drop down menu.
5. Select an end date from the End Date drop down menu.
6. Click the Run Report button.
7. Click the Printer icon to print the report.
8. Click the Export icon to export the report.
9. Click the Exit Report button when finished.
10. The report will then generate a list of all service providers' measurements grouped by service category.
11. The three main areas of the report include productivity, retention and key measurements.
12. Retention is calculated from a previous period therefore, retention cannot be calculated in the moment.
13. All calculations on the report match the calculations provided by Aveda in the Aveda Vital Signs reports.



Type	Benchmark	Today	Month To Date	Year To Date	% Service Client Productive
<b>Sales Benchmarks</b>					
<b>Evolution</b>					
SPST (Postal per Client Ticket)	\$12.58	\$11.04	\$5.85	\$6.77	
SPST (Service per Service Ticket)	\$35.80	\$44.20	\$51.39	\$58.23	
Percentage of Service Clients Purchasing Postal	50%	20%	14.89%	14.67%	
Mail Orders as a % of Total Hair Service Sales	50%	0%	0%	0%	
<b>Staff Retention</b>					
<b>Category Totals</b>					
Retention for All Clients	80%	N/A	60%	60%	80%
Retention for New Clients	80%	N/A	50%	60%	80%
Retention for Existing Clients	80%	N/A	50%	60%	80%
<b>Message Therapy</b>					
Staff Retention	10%	0%	100%	100%	
Percent of Clients PreBooked	85%	11.11%	5.41%	3.45%	
Productivity/Percent Booked		0%	2.96%	3.23%	
<b>Expense Benchmarks</b>					
<b>Staff Manager</b>					
<b>Minor Manager</b>					
<b>Category Totals</b>					
Type	Benchmark %	This Month %	This Month %	Current Year To Date %	Current Year To Date %
Professional Product Cost	8%	\$5,000.00	-2.57%	\$55,000.00	12.98%
Service Provider Payroll	45%	\$27,000.00	11.86%	\$261,000.00	61.51%
Sales Support Payroll	8%	\$11,000.00	2.3%	\$103,000.00	13.69%
Rent	6%	\$5,000.00	1.05%	\$50,000.00	6.65%



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# Frequently Asked Questions

## **Do I have to choose my benchmarks?**

No. The Aveda recommended benchmarks are pre-loaded into the benchmark field of the screen. All of the benchmarks are in red. The benchmarks are all stored until they are edited. Once edited, the new benchmark is stored.

## **Where did the calculations come from?**

All of the calculations are provided by Aveda and are part of the Aveda Business College curriculum.

## **What is the difference between Benchmarks and Vital Signs?**

The Aveda Vital Signs Reports are the detailed reports that support the Aveda benchmarks module.

## **Can every salon use the benchmarks?**

This tool is only available to Aveda salons.

## **How much does it cost?**

There is no additional charge for this tool. The Aveda Benchmarks along with unlimited technical support and training are included in your SalonBiz<sup>®</sup>/SpaBiz<sup>®</sup> subscription.

## **Why does the expense area disappear in the staff category and single staff views?**

The expense area is not displayed in the staff category and the single staff views because the expenses are related to the entire location.

## **Customer Support 800.809.2802**

Our Customer Support team is ready to assist you in implementing this new feature. Call us to schedule an appointment for additional training.

