

BEST CLIENT EXPERIENCE

Rewarding outstanding customer service.

Category sponsor

KÉRASTASE
PARIS

Open to hair salons, barber shops and other workspaces regularly providing hairdressing services to clients.

Single locations only. It is not possible to enter as a group, although individual sites within a group may enter themselves.

To enter, you must submit the following:

Part 1: Experience overview – EITHER a PDF (up to 8 pages) OR a video (up to 5 minutes)

Outline your unique approach to customer service, describing the client journey at every stage – before, during, after and in-between bookings. You may want to talk about your communication processes, your consultations, the food and drink you offer, your chill-out spaces, the tailored appointments you offer clients with special needs – or all of the above! Make sure you cover all the aspects that make your client experience unbeatable and unforgettable. Include imagery to illustrate, as relevant.

Part 2: Endorsements – PDF (up to 4 pages)

Demonstrate the experience you provide is first-class. Include here testimonials, statistics and any press coverage giving you glowing reviews.

Plus, supporting imagery:

- Imagery of the exterior of the salon/barber shop/workspace (portrait and landscape options, please)
- At least three images illustrating the client experience

Your PDF must be A4, in either portrait or landscape format. Please combine all parts into one single file, making sure you do not exceed the page numbers stipulated. Feel free to add a front cover page to introduce your entry. Maximum file size 100MB. *Please do not include any embedded video or hyperlinks.*

If you are providing a video, it must be an MP4 file, in either portrait or landscape format. Smartphone footage is fine. Please do not exceed the maximum duration stipulated. Maximum file size 200MB.

If you finalise, the imagery you provide may be used to promote you within any print, website and social media activity, and at the Grand Final. Please supply good quality, high resolution JPEG or PNG files. Usage rights must be secured ahead of entry.