SUPERCUTS PUTS REAL-TIME DATA IN STYLE

WITH COMCAST BUSINESS

SITUATION

- Supercuts franchise with 43 salons across Pennsylvania and New Jersey
- Need to deliver consistent, high-quality salon services without an appointment
- Minimize wait times and offer enhanced quest experience

CHALLENGE

- Improve customer-to-stylist ratio during busy periods
- Provide accurate wait times on Supercuts mobile app
- Fast, reliable guest WiFi without impacting business wireless use

SOLUTION

- Comcast Business Internet
- Comcast Business WiFi
- · Comcast Business Phone
- Comcast Business TV

RESULTS

- Internet access with faster uploads supports real-time data and video initiatives
- Separate public WiFi keeps guests connected while waiting
- · Improved guest experience

REGIONAL FRANCHISES CUT WAITING TIMES, ENHANCE THE GUEST EXPERIENCE AND STREAMLINE OPERATIONS WITH HIGH-PERFORMANCE BUSINESS INTERNET, WIFI, PHONE AND TV

SUPERCUTS LOCATIONS AIM TO IMPROVE THE GUEST EXPERIENCE

With more than 2,300 locations across the United States, Supercuts seems to be almost everywhere. Since 1975, the ubiquitous chain has offered stylish haircuts for men and women at prices lower than most salons. The chain's brand promise is to deliver guest value by offering a stylish haircut and consistent experience at convenient locations with no appointment necessary.

Gary Robins, the franchisee of 43 Supercuts salons in southeastern Pennsylvania and New Jersey, realized that affordable, quality haircuts alone are not enough to retain customers and attract new ones. Convenience and saving time are his guests' top priorities, so Robins and his management team looked for ways to minimize wait times and create an entertaining atmosphere and positive experience that would keep guests coming back.

"Our guests have busy schedules. They won't tolerate waiting long for a stylist. Even if the wait time is quite short, they don't want to miss the big game, and they certainly expect wireless Internet access for their smartphones and other mobile devices to maximize their wait time," Robins said.

FAST, RELIABLE WIFI NEEDED FOR GUESTS AND STORE OPERATIONS

Robins knew that high-speed Internet was fundamental to his Supercuts salons because it touched so many parts of the business. Initially, he relied on DSL Internet connections at each of his salons, but there was not sufficient bandwidth to support operations and accommodate customer use of its guest WiFi network.

For example, his customers couldn't always see up-to-the-minute wait times at salons when using the Supercuts mobile app, which allows guests to view wait times, select a stylist and check in. The app interacts in real time with point-of-sale software in each salon, but previous Internet speeds kept the system from updating wait times, causing customers to see inaccurate estimates of how long they'd wait for a haircut.

"There's nothing worse than guests seeing there is no wait time when they check the app at home and then they go into a salon and realize there are, in fact, other people ahead of them," Robins said.



"Comcast Business delivers the fast Internet and WiFi we need to have an accurate and real-time pulse on our salons so we can make more informed business decisions."

Gary Robins Franchisee Supercuts Further, the salons' DSL connections also lacked the capacity to fully support the use of onsite WiFi-enabled cameras that allow managers to watch streaming video of operations in each store. While primarily used for store security and loss prevention, the cameras also allow Robins and his managers to get a real-time view of operations at the salons. As an example, if they see a salon on the app that has unusually long wait times, they can pull up the video from the salon for insight that can then be used for training, hiring additional stylists or even helping to identify if there is an opportunity to open a new location nearby due to sustained demand.

"We're looking at real-time data via our onsite WiFi-enabled cameras throughout the day, trying to keep a pulse on the business. Having fast and reliable WiFi is critical to seeing video in real time, and we weren't getting that with our old provider," Robins said.

The DSL connections also prevented waiting guests from completely enjoying the free public WiFi offered at Robins' Supercuts franchises due to slow and intermittent wireless access.

As a complement to the public WiFi, Robins also wanted to offer high-definition (HD) television service in some of his salons so that guests could catch the news or a live sporting event while they waited for a stylist. And he wanted a reliable, full-featured phone system since many guests still call ahead to check on wait times and salon hours.

COMCAST BUSINESS HELPS SUPERCUTS DELIVER A GUEST EXPERIENCE THAT'S A CUT ABOVE OTHERS

After researching numerous service providers, Robins selected Comcast Business to deliver high-speed Internet and WiFi as well as business voice and TV services to his Supercuts franchise locations.

Comcast Business installed a 50 Mbps Business Internet connection at Robins' Supercuts salons, providing up to three times the upload speeds of the previous DSL connections, which is critical to support the streaming video and real-time data that Robins and his staff rely on each day to run the business. The point-of-sale software records faster and transmits in-the-moment information about each salon – relaying accurate information to the Supercuts mobile app.

In addition, Comcast Business WiFi offers the convenience of dual WiFi signals – a private WiFi network for employees at each of the Supercuts salons and a separate public XFINITY WiFi Hotspot. Guests can now check email, surf the Web, use mobile apps and more without affecting a salon's back office WiFi network. The Supercuts locations also benefit from the reliability of Comcast Business Phone for guests who call ahead and HD programming with Comcast Business TV at many of the locations, which provides guests with additional entertainment.

With this comprehensive solution from Comcast Business, Robins and his management team now see real-time data on digital maps that offer more precise wait times and deliver information on the number of stylists on duty at each store. Coupled with real-time feeds from the stores' video cameras, management can make proper staffing decisions, and has successfully reduced wait times for a better guest experience.

"Comcast Business delivers the fast Internet and WiFi we need to have an accurate and real-time pulse on our salons so we can make more informed business decisions. Not to mention, the improved accuracy of our mobile app — because we are able to update information on the app faster — combined with fast WiFi and HDTV in our salons, help us to deliver on our goal of providing the best guest experience possible," Robins said.

