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## **Customer profiling and Service Protocol for Cutthroat Barber Co - Melbourne, Australia**

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International Business Management

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### **Introduction**

The importance of performing a high quality service is ally with deliver a good experience through the customer service to achieve this is necessary train the employees as soon as they start to work in the company to ensure everyone is capable to give the right information, guide the customer step by step since they get into the shop to they get out, identify problems, handle them and solve them to transmit great values and make feel the clients in a cosy environment where the feel we care about them.

This manual will not only help to Cutthroat Barber Co to safe money withholding the clients but is also going to help to guide from the beginning in simple steps to train the current employees and improve their customer service performing and it will remain as a guide for the new employees who are just starting to develop their services in the brand.

### **Abstract**

Cutthroat Barber Co. was inaugurated in October 2020 just after an unexpected news that gave the endorsement to the barber shops to open after a long quarantine. Due to this, the efforts made in the barbershop these first months have focused on the recruitment of personnel, their training, finishing the decoration details of the shop and the operation of the salon, leaving a little aside customer services training, a fundamental activity nowadays to deliver standard and quality services to the clients.

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Currently, the barber shop has different tools to give a good customer service, which are the compliments like free coffee and beer but it's identified the absence of a training in customer service, how to deal with clients in bad mood and how to solve problems, which will allow the barbershop to has more capable staff to deliver an excellent customer service, keep the customer service aligned with the barbershop values, and deal with any problem or situation that could happen.

**Keywords:** *Customer service, satisfaction, empathy, communication, problem solving*

### General Aspects of the Internship

#### Internship General Aspects

<b>Student name</b>	Sebastian Zapata Ramirez
<b>Academy program</b>	International Business Management
<b>Internship company's name</b>	Cutthroat Barber Co.
<b>ABN</b>	62 187 511 798
<b>Address</b>	220 Clarendon St, Melbourne
<b>Phone</b>	+61 478706844
<b>Department</b>	Salon and service

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<b>Full name student's boss</b>	Ozcan Harman
<b>Position</b>	CEO
<b>Student's position</b>	Barber
<b>Internship Advisor name</b>	Natalia Marín Tabares
<b>Internship start date</b>	4th of january - 2020
<b>Internship end date</b>	28th of may - 2021


### **Internship Center.**

Cutthroat barber Co, is part of a group of 4 barbershops in South Melbourne, this being the newest store, recently opened since October 2020.

Dedicated to providing professional services for men's hair cutting, male image consulting, shaving, beard design and grooming and all professional barber services with high quality standards including the sale of products for the care and maintenance of the male image. Its target audience is men between the ages of 25 and 45 who live or work near the area, (South Melbourne, Australia), how usually get a haircut every second week.

### **Objective of the Business Internship.**

- Apply the knowledge acquired during the International Business Administration program, proposing a customer profiling and service protocol for Cutthroat Barber Co.

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- Identify shortcomings in barbershop customer service.
- Improve the customer service of Cutthroat Barber Co.

### **Functions**

- Receive and guide the client when entering the barbershop acting as host
- Make sure that the clients make their due registration in the system to obtain his turn and help them if they require it.
- Provide advice and image consulting.
- Deliver quality and professionalism in the services of the barber shop (Hair cutting, shaving, design and grooming of beard and complementary services)
- Consulting and sale of products for the care and maintenance of the image.
- Record sales, receive payments, adjust cash.
- Report lack of products in the inventory, anomalies or inconsistencies in the system.
- Manage in a good way a misunderstanding or inconvenience with a client, delivering solutions with human quality.

### **Justification of Business Internship.**

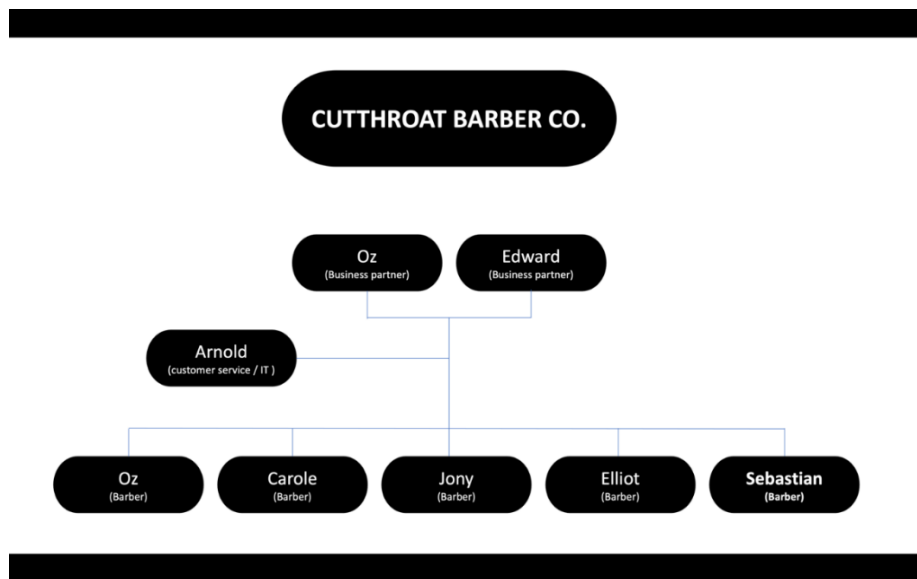
Apply the knowledge acquired in the international business program to propose a customer profiling and service protocol that will allow Cutthroat Barber Co's service to be as standard as possible on the way on how the staff should welcome the clients, how should serve them and how should be deal and solved any problem to keep the essence of the brand standard by the employees to the clients.

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## Team Work.

### Figure 1.

*Organizational Structure Of Cutthroat Barber Co.*



## Proposal for the Agency or Internship Center

### Title of the Proposal

Profiling and Customer Service Protocol for Cutthroat Barber Co - Melbourne, Australia

### Justification

In our days it is extremely important that a business that is just beginning to train the staff on customer service, teach how to deal with different clients and standardize the way to do it, for that reason I propose a profiling and a customer service protocol that supports activities positioning the barbershop on the area since this is a tool that makes the clients feel that they are

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important to us, being the customer service a relevant tool that helps brands to be at the top of heart for its clients.

With the customer profiling and service protocol, we will not only standardize the barbershop service to the clients, but we will also create strategies for our public to find us as a comfortable place to relieve stress and relax after a busy week at work.

## Objectives

### *General Purpose*

Propose a profiling and a customer service protocol that improves the staff skills in customer service and customer knowledge of the Cutthroat Barber Co in South Melbourne, Australia.

### *Specific Objectives*

- Carry out a diagnosis of the current barbershop customer service performed by its employees.
- Classify the different customer profiles of the Barbershop to deliver a better customized service.
- Develop a customer service manual that improves customer service skills of the barbershop staff.

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### Methodological Design

This research will be descriptive since it will explain a current situation of the management in the analysis of the customer service of Cutthroat Barber Co and based on this observation, a protocol will be proposed which will generate elements of new knowledge for which it will also be an investigation of conclusive type.

This research will use primary data sources such as the barbershop's staff, direct interviews with the clients, and direct information from the barbershop's CEO. Secondary data sources will also be used such as manuals, books, web pages, tutorials and videos oriented to customer profiling and customer service. The investigation techniques that will be used will be, among others, observation, interviews and documentary analysis.

### Schedule of Activities.

#### Chart 1:

*Schedule of activities, improvement plan Cutthroat Barber Co*

Actividades	March	April	May
Initial meeting with practice advisor and faculty coordinator			
Construction of the initial practice report			
Meeting with the direct head of the practice agency			
Primary information collection			
Secondary information collection			



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Theoretical framework construction			
Final report presentation to the company			
Final report delivery to the university			
Improvement plan Final presentation			

## Budget

Chart 2:

### *Business Internship Budget*


Concept	\$ Total amount(AUD)	Sourse
Salary (5 months)	\$27.500	Company
Laptop	\$3,800	Student
Internet (5 meses)	\$540	Company
Mobile Data (5 meses)	\$200	Student
Transport spences (5 meses)	\$810	Student
<b>TOTAL</b>	<b>\$32.850</b>	

### Income description

- \$5.500 AUD month
- 5 months (january-may)

### Laptop description

- Mac Book Pro 16” 2019

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Apple store

Internet service description

- Internet (unlimited business nbn only \$90/mth for 5 months)

Telstra

Mobile data description

- 50GB Vodafone \$40 mth

Vodafone

Transport description

- Myki pass \$162 mth

## Proposal Development


### Reference Frame

#### *Theory Frame*

Nowadays sell services or product goes forward than just sell, clients are likely to buy if they feel well attended, if they feel welcome, if they feel they are important that is why customer service is an important part of the process to deliver any service or product to the final client, because the propose is make the clients come back to the shop.

“Customer retention is far less expensive than customer acquisition on average, it costs approximately five times more to attract a new customer to your business than it costs to retain an existing customer” (Adams, 2016)

keeping in mind that logic it doesn't make sense do not deliver an excellent customer services, by the other hand existing customers are closer to buy from you than the new ones, an

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article from entrepreneur magazine says that the probability of selling to a new customer hovers in the range of 5-20 percent, whereas selling to an existing customer resides in the range of 60-70 percent.

If your brand wants to be keen on good reputation for sure you have to work on deliver good customer services not only to retain your customers, but also to get positive reviews, solidify your brand and make the client's mind keeping you in it.


Word-of-mouth advertising is the best kind of advertising that money can't buy.

you absolutely cannot buy word-of-mouth advertising -- the kind that can have a monumental effect on a business. it's priceless. people are considerably more likely to listen to the advice of a friend than they are to heed the guidance from some online review or advertisement. whether you're trying to make money online or offline, great customer service will create an army of raving fans that will champion your business for you. (Adams, 2016)

Customer service have changed a lot since technology is envolved on it and is taking advantage of every kind of information that clients provide through CRM sistems.

In the old days you could differentiate your product by delivering it cheaper, or maybe faster, but now it's a different game. It's not just about solving the customer problem quickly and effectively. Brands need to ensure they are doing all the work, so customers don't need to remember every single piece of information to provide to the company (Morgan, 2016).

Information today is one of the most powerful resource to manage businesses and put them on the way right to the top, through CRM systems we can kwon better to our clients and in

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that way make their life easier, this kind of systems allow to companies to customize the experience of every client.


Who has the right information and know how to apply strategies based on it has the power to go steps forward and deliver a better customer service, better problem solving and a better brand experience, the challenge of the companies is create systems to get information needed from the clients and create the strategies that can support more customized service, more sales and more customer retention

Now let's talk about of the benefits of your brand is committed with great customer service opens new doors for opportunities like new partnerships, when a potential partner business see how well you have trained your employees and how clean is the customer services in your company it says only good things about the company and how strong are the values they have, it means the company is not only focus in its profits but it also care about to build a community which is identified with the brand values and this brings high clients loyalty.

Today, only four out of every 100 businesses last through until the 10-year mark. that's a massive 96 percent failure rate. when you ignore the needs of your customers, and you don't focus on

going out of your way for them, you're cutting short the potential for longevity in business. with so many obligations and responsibilities, if you're serious about your business, you must focus on the core -- your customers. because, without them, you have no business at all. (Adams, 2016)

Great customer service it elongates the life of any business as the most important benefit of it.

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### ***Conceptual Frame***

***Customer service.*** Customer service means providing a quality product or service the satisfies the needs/wants of a customer and keeps the coming back. Good customer service means much more, it means continued success, increase profits, higher job satisfaction, improved company or organization morale, better teamwork and market expansion of products and services.


(UNIVERSITY OF CAMBRIDGE, 2006)

***Customer satisfaction.*** customer satisfaction is a reflection of how a customer feels about your company. It's the comparison between customer expectations and the type of experience they actually receive from your brand, Customer satisfaction goes hand in hand with great customer experience.

If your customer satisfaction efforts don't meet customer expectations, then you're bound to see a lot of churns. (Staffaroni, 2019)

***Empathy.*** Empathy is the ability to emotionally understand what other people feel, see things from their point of view, and imagine yourself in their place. Essentially, it is putting yourself in someone else's position and feeling what they must be feeling. (Cherry, 2020)

***Communication skills.*** Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project. Communication skills involve listening, speaking, observing and empathising. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media. (INDEED, 2021)

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***Problem solving.*** Ability to handle difficult or unexpected situations in the workplace as well as complex business challenges. Organisations rely on people who can assess both kinds of situations and calmly identify solutions. (INDEED, 2021)

### ***Legal Frame***

Customer service in Victoria, Australia is regulated by Consumer Affairs Victoria helping to create a competitive and fair marketplace for businesses and consumers.


Consumer Affairs Victoria is a business unit of the Department of Justice and Community Safety, within the Victorian government.

Their purpose is to help Victorians be responsible and informed businesses and consumers.

Functions:

- review and advise the state government on consumer legislation and industry codes. For a full list of legislation, we administer and our public consultations and reviews, view our Legislation section
- advise and educate consumers, tenants, businesses and landlords on their rights, responsibilities and changes to the law
- register and license businesses and occupations
- conciliate disputes between consumers and traders, and tenants and landlords
- enforce and ensure compliance with consumer laws. (consumers affairs victoria, 2021)

Business health care in Victoria is regulated by Victoria State Government to promote low risk in business practices and safety work.

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How will businesses be regulated under an ongoing registration, your businesses will be required to comply with the minimum standards of cleanliness and hygiene as specified under the public health and wellbeing regulations 2009.

councils maintain a register of hairdressing and make-up business premises. they have the power to inspect business premises to ensure the business premises is complying with the act.

You can expect your local Council to undertake the following for a business granted an ongoing registration:

- an inspection of the business premises prior to granting registration
- conduct a visit to business premises if any complaints are received after registration is granted.

When ongoing registration is granted, some Councils may choose to undertake an inspection of your business premises to ensure it is complying with the Act. (victoria state goverment, 2019)

Also to keep in mind the state of Victoria promotes good information practices regulated by the office of the victorian information comissioner.

Numerous countries, including Australia, have laws to protect information privacy. Information privacy relates to an individual's ability to determine for themselves when, how, and for what purpose their personal information is handled by others.

In Victoria, the *Privacy and Data Protection Act 2014 (PDP Act)* protects personal information held by Victorian government organisations. The Commonwealth *Privacy Act*

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1988 protects personal information held by Australian government organisations and large private sector organisations.

Under the PDP Act, ‘personal information’ means “information or an opinion (including information or an opinion forming part of a database), that is recorded in any form and whether true or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion...”. (office of the victorian information commissioner, 2019)

### **Development.**

#### *General Purpose:*

Propose a profiling and a customer service protocol that improves the staff skills in customer service and customer knowledge of the Cutthroat Barber Co in South Melbourne, Australia.

#### *Specific Objectives:*


#### ***Carry out a diagnosis of the current barbershop customer service performed by its employees***

Based on an interview with the shop employees we could gathered important information to measure what is the level of customer service they think they are giving, how they feel in this field and what is the knowledge that support their customer service, we found out:

#### **About the customer service they think:**

- They believe they have good customer service, “it’s just a haircut” someone said.  
however, they think there is always something to improve.



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- Just one of them has been trained in this field years ago, but the others haven't received any train or course about customer service and they accept everything they have learn is through their experience having worked in this industry for years.
- They didn't receive any official train in customer service once they started to work in the shop.

#### **The meaning of the word empathy:**

- No one knows what is the meaning of empathy and for this reason they don't how to apply it.
- No one knows what is the meaning of solving problem and either knows how to apply it.

#### **About managing difficult clients**

- No one have been trained in how to deal with difficult clients, and they solve the problem with common sense how they think is the best way to solve it.
- Everyone is willing to be trained in this field, they think a new knowledge is growth.

#### **Customers reviews**

We had a look to the customer reviews from google business and they are very nice with a qualification of 4.9 stars in the mentioned platform, there is a few of them qualifying the service as bad explaining specific situations that happened on the shop and the experience it wasn't the best for them but the answer of the owner is amazing, very polite and with good soft skill to apologize about the occurred issue.


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### **CEO's Opinions**

For the CEO said the customer service is not at the desired level, he thinks everyone has a different style to do it and depends of the culture and the English level as well.


After interview the CEO's company we found:


- The shop doesn't have any starter train in customer service.
- CEO try to correct any conduct he thinks his employees can improve, but at the same time he expresses there is so many things to keep in mind to say to each barber once they start, he feels he has to say new things all the time to the barbers because things can slip away to say in the moment, they are talking about things to improve.
- There is not a shared mission and vision with the employees where they feel they belong to something bigger than just give good haircuts.
- CEO is aware of how important the customer service is for the shop and the benefits of it.
- The shop doesn't promote the acquisition of new knowledge and skills to develop on their employees in this field.


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*Classify the different customer profiles of the Barbershop to deliver a better customized service.*


### Customer profiling


	<p><b><u>THE KING</u></b></p> <p><b>Frequency:</b> every two weeks  <b>Spending:</b> they don't care as far the service is excellent  <b>Personality:</b> they are kind if their felt treated as they expect, but if not, they could be rude and bossy.  They don't mind to get haircut from different barber as long as they feel well served</p>
	<p>What they think</p> <p>They think of just to get haircut with good hospitality, they're expecting to be served,</p>
	<p>What they need</p> <p>Provide service that apart from the haircut being kind and genuine from us.</p>
	<p>How to deal with them</p> <p>Warm welcome, after the check-in process invite to chair, be aware of anything they could need and provide them before to they ask.</p>


	<p><b><u>THE WISE</u></b></p> <p><b>Frequency:</b> every two weeks  <b>Spending:</b> they don't care as far the haircut is perfect  <b>Personality:</b> perfectionist, detailed, thorough, millimetric, the look for the best and most skilled barber, looking for perfection, they usually go with the same barber.</p>
	<p>What they think</p> <p>Haircut must be good enough; they think they know what the barber needs to do and how to do it.</p>
	<p>What they need</p> <p>They need to hear from barbers they have heard and understood based on previous experiences confirming what they know.</p>

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How to deal with them	Barber must be genuine, clear, and the best person to deal. If you think the service must be done with another barber no harm notifying that person because it's in his best interest.
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	<p style="text-align: center;"><b><u>THE VILLIAN</u></b></p> <p><b>Frequency:</b> they are no current clients.</p> <p><b>Spending:</b> as minimum as the can for the best service and quality they can get.</p> <p><b>Personality:</b> at the beginning they are bossy, rude, defensive, demanding they could change their mood while the haircut being softer but don't expect too much.</p>
	What they think
	What they need
	How to deal with them
	<p>They may think they buy the barber while get the service.</p> <p>Excellent haircut, well respected behaviour from the barber.</p> <p>Ask what they want exactly in detail because they might be jerk and do your best.</p> <p>In a respect wise don't respect more than that person deserves any assault or abusive talk or report to your supervisor.</p>

	<p style="text-align: center;"><b><u>THE EXPLORER</u></b></p> <p><b>Frequency:</b> every 3-4 weeks</p> <p><b>Spending:</b> normal average for a haircut</p> <p><b>Personality:</b> they don't know what they want, looking for something magic, they are not too sure about their style, they try to try different cuts while getting the haircut. As they chance the style, they change the barber looking for something new or the best option to get.</p>
	What they think
	<p>They think/hope to look like another person after the haircut.</p>

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What they need	Any style they like might push little exaggeration with style.
How to deal with them	Draw the edge of the maximum change with a haircut and reduce their expectations if they ask something logically not possible.

	<p align="center"><b><u>THE NORMAL</u></b></p> <p><b>Frequency:</b> every 2-3 weeks  <b>Spending:</b> normal average for a haircut  <b>Personality:</b> kind, educated, easy going.</p>
What they think	They think a good service and good haircut is enough, they know what they want
What they need	Fresh look, they need to be listened and understood the time of the haircut no more than usual and not less than normal.
How to deal with them	Warm welcome, normal conversation and interaction if they like and offer extras.

*Develop a customer service manual that improves customer service skills of the barbershop staff.*

It has been developed “The Customer Manual Service” (see attachment) as a guide to Cutthroat Barber train their employees in this field, where it talks about empathy and solving problem, how to deal with difficult clients and their different profiles and also talks about how to manage

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complains and several topics making reference to customer service with which it seeks to strengthen the skills on your barbers doing current training at the barber shop.


### **Conclusions**

The current customer service is well seen by the customers and barbers in general but could be much better if the shop would promote the acquisition of customer service skills and knowledge to serve the clients with a bigger purpose than give a haircut and help to build a brand with values aligned with the mission to help the brand to get what it wants to get short and long term.

Barbershops are there to deliver more than a haircut which it involves a knowledge of customer service from barbers and employees that in most cases this knowledge is empirical without any training process, it means this is an opportunity to create an educated culture and service environment in the shop aligned with the values, mission and vision of the company and keep up with the best industries in this field.

Customer service save a lot of money retaining clients that generate a constant income to the shop, is cheaper training the staff and create a standard in their culture rather than cost to get new client, recommendations of the current client help a lot to get new customer coming to the shop currently.

With the customer service manual Cutthroat Barbers will be able to train the staff taking it as a guide to create trainings, order they ideas in this field, and aligned their values, mission and vision with the customer service wanted to deliver in the shop.

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### **Recommendations**

- Customer service is an important field that every company should pay attention overall if the company is delivering services instead of products, for that reason a friendly recommendation to Cutthroat Barber is train the staff in this field as soon as they start to work at the shop.
- Cutthroat Barber Co needs to order the ideas of how to deliver quality and service to their customers and needs to have a guide that compiles the essentials of how to do it.
- The shop needs to have an identity to serve the clients to deliver consistency in their customer service as much as it can as a brand.
- Constant train can help to the stuff to develop better skills like problem solving and the use of empathy, not only to improve their customer service skills, but also to make stronger the relationship between work-peers.
- When the staff knows what the mission of the company is, they feel more commitment than those who don't know it, because they feel that belongs to something else that just go to work, they feel they are important and are helping to build something big; a brand. it would be very helpful if the company use the concept of shared vision what basically means share to the staff what the company does, how does it, and where the company wants to arrive and what wants to achieve, those facts help to build stronger values inside the staff to create that sense of belonging to the brand, to a project and they are part of something bigger that finally allow the employees to work together to achieve big goals.


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- Use this manual as a guide to train the barbers and improve their customer service at the barber shop and go deeper in empathy and solving problem skills as a current training at cutthroat Barber Co.

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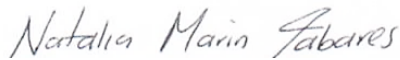


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Student Signature \_\_\_\_\_



Internship Advisor Signature \_\_\_\_\_



Internship Manager Signature: \_\_\_\_\_