

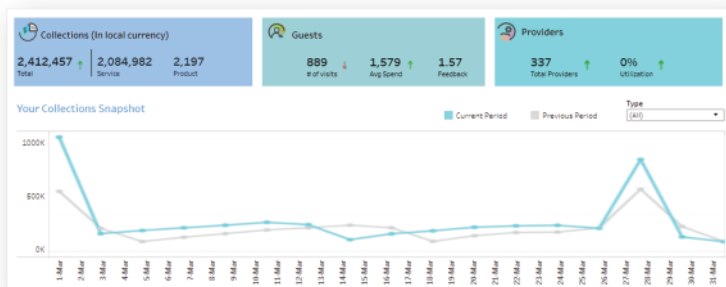
# Analytics Express



## Business Intelligence To Supercharge Your Focus On Growth

Comprehensive dashboards with actionable insights to increase top-line, improve provider performance and build brand loyalty.

## Visibility Into Details

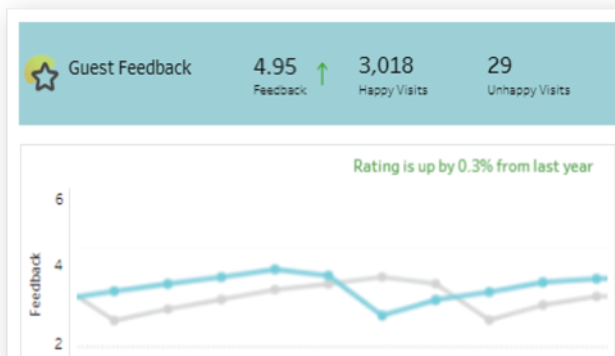


Better visibility into your top-line and other KPIs

Recognize top and poor performers

KPIs across your Providers

	Collections	% Change Collections	Service Collections	Product Collections	Product to Service Ratio	P	Feedback	Average Spend	Utilization	Retention
Amelia King (THERAPIST_T16)	5,303	48%	5,003	300	6%	0.00	0.00	204	2.9%	48%
Elizabeth Fisher (THERAPIST_T26)	2,989	37%	2,856	133	9%	0.00	0.00	128	1.1%	37%
Angela Rose (THERAPIST_T40)	2,430	22%	2,359	41	2%	0.00	0.00	254	1.7%	22%
Willem Walker (BEAUTICIAN_T41)	2,131	16%	2,131	0	0%	0.00	0.00	148	1.8%	16%
Stephanie Butler (STYLIST_T36)	14,398	12%	12,848	0	0%	0.00	0.00	998	2.9%	12%



Identify happy and unhappy guests

# Insights To Empower Change

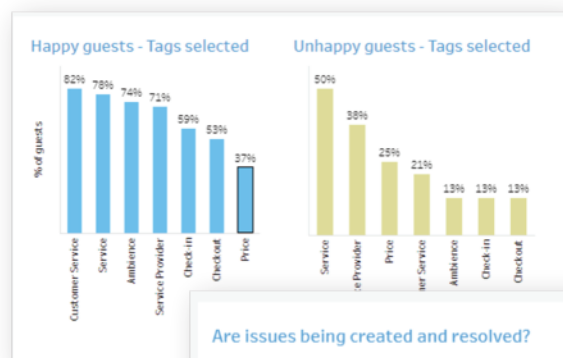
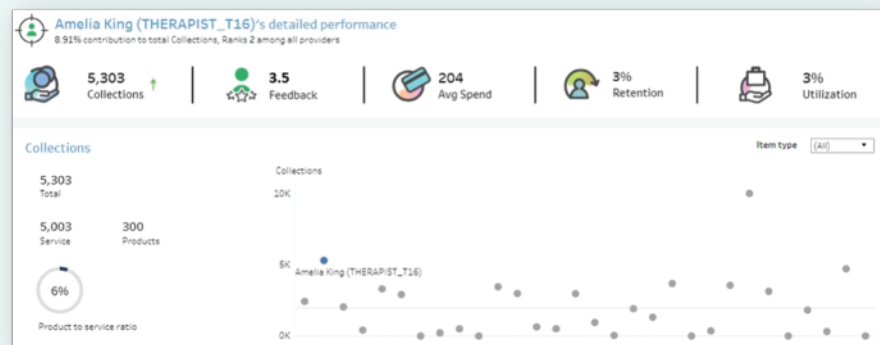
**Your Locations Snapshot**

Sort by: Feedback    Display: All

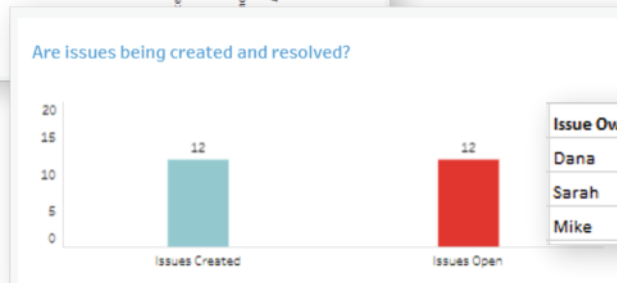
	Collections	Growth	Service Collections	Product Collections	Feedback	Retention
New York	69,083	13%	38,406	5,147	5.00	48%
California	101,915	2%	70,378	4,330	5.00	37%
Washington	71,946	-9%	43,455	4,068	5.00	40%
Texas	89,838	-13%	52,913	3,885	5.00	41%
Chicago	76,512	-33%	64,095	6,318	5.00	48%

Dig-deeper to see which locations are doing well against KPIs

Measure providers' performance against each other



Understand why guests are happy or unhappy



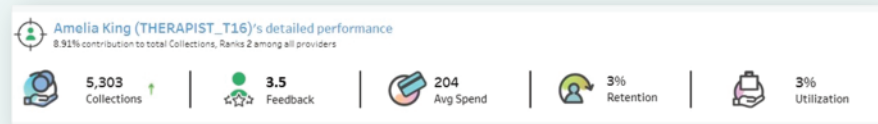
Issue Owner	Status	# of issues
Dana	Open	8
Sarah	Open	3
Mike	Open	1

## Actions That Drive Results



Focus on the right categories to drive your top-line

Have 1-1s with providers and train poor performers



Upcoming Appointments

Appointments: Today ▼

100 Total Guests | 20 Once | 20 Occasional | 30 Regular | 30 Frequent | 10 Guests need attention

Guest Details	Appointments	Past Experience	Avg. Spent	Rebooking	Self Service	Visit #	Last Visit
Izumi Keti ★ 4.3   Frequent	09:00 am - 10 Jan'20 5 Services booked	Was expecting more attention & care ★ 3.0 on 26 Jul'19 → 2 more	\$400	80%	20%	27	44 days ago
Lucas Simoes ★ 4.3   Frequent	01:00 pm - 10 Jan'20 3 Services booked	Provider cut my hair too short ★ 3.0 on 22 Jul'19 → 4 more	\$400	80%	20%	27	44 days ago
Arend Pellewever New   1st Visit	04:00 pm - 10 Jan'20 Hairstyle						

Be prepared for upcoming appointments and woo unhappy guests back!



### Snapshot of business metrics

Overview of the KPIs and their trend over time across locations



### Provider Performance

Identify top & poor performers, Compare providers to peers and spot improvement areas



### Guest Satisfaction

Rating over time, Reasons for happiness and unhappiness



### Guest Personas

Identify guest cohorts based on past behavior, Look at past behavior for upcoming guests



### Self Service Booking

Trend over and across locations, Benefit to business because of adoption



### Provider Utilization

Utilization of employees by location, job, day of week, time of day



### Impact of COVID-19 and Path to Recovery

Impact of COVID-19 on appointments, Focus on the vital drivers of top line to come back stronger



### Upcoming dashboards

Marketing and Inventory

# zenoti

## Ready to get started?

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