

By aligning your vision with a tailored strategy, we make the success you envisioned a reality.

U | B URBANBELLA

Urbanbella, a renowned beauty and wellness brand dedicated to serving women of color, operates across multiple facets, including Urbanbella Hair Care and Beauty Products, an Urbanbella Retail Store, and the Urbanbella Salon & Experience Center. Committed to providing quality beauty solutions and empowering clients with education and personalized products, Urbanbella sought to optimize its operations and enhance the overall customer experience. To achieve these goals, Urbanbella engaged Truesdale and Associates, LLC, for interim salon management services.

CHALLENGES

- **Inconsistent Workflow:** The salon's established workflow was not documented and reinforced, leading to variations in service quality and customer experiences.
- **Trust and Consistency:** Maintaining trust among their clients was a primary concern, as was ensuring consistent service quality and product recommendations.
- **Standardized Operations:** Urbanbella required documented guidelines to standardize operations, improve productivity, and foster brand loyalty.

CONCLUSION

Truesdale and Associates, LLC's strategic consulting services proved instrumental in transforming Urbanbella's operations, resulting in a more consistent workflow, improved customer service, and increased sales. The salon is now well-positioned for long-term success and continued growth in the beauty and wellness industry. Through the commitment of both parties, Urbanbella has realized its mission of empowering women of color with high-quality beauty solutions and education, creating a brand known for trustworthiness, consistency, and client satisfaction.

SALON OPERATIONS SERVICES

APPROACH

Truesdale and Associates, LLC utilized a comprehensive approach to address Urbanbella's challenges, focusing on enhancing their operations and the client experience. The key activities during the consulting period included:

- **Workflow Analysis:** Truesdale & Assoc. conducted a thorough analysis of Urbanbella's existing workflow to identify areas where consistency was lacking and operational guidelines were needed.
- **Staff Engagement:** Truesdale & Assoc. conducted in-depth interviews with the salon staff to gain insights into their daily work processes, customer interactions, and challenges.
- **Interim Salon Management:** Truesdale & Assoc. provided interim salon management services, working closely with the CEO and the entire staff to implement necessary changes and enhancements.
- **Workflow Enhancement:** Based on the findings, Truesdale & Assoc. proposed, implemented, and documented work flow processes and procedures, enhancing customer service, increasing retail product sales, and improving client engagement.

LASTING IMPACT

The consulting services provided by Truesdale and Associates, LLC had a significant impact on Urbanbella, resulting in numerous positive outcomes:

- **Consistency:** The workflow processes and procedures were consistently followed, leading to improved service quality and enhanced customer satisfaction.
- **Sales Increase:** A substantial uptick in retail product sales ensued as clients, now well-informed about product benefits during their services, were driven to make purchases during checkout.
- **Client Engagement:** The salon's proactive client engagement approach led to increased loyalty and repeat business.
- **Positive Staff Experience:** Staff members were more engaged, confident, and motivated in their roles.
- **Sustainable Growth:** Urbanbella experienced growth in its bookings and retail sales, showcasing the success of its consulting services.