

CASE STUDY

Helping a leading hair salon franchise more accurately predict wait times to grow their business

A franchiser/operator's CIO and new CEO are committed to digitally transforming the company, increasing customer satisfaction, and building business. The chain includes 1,800 salons spread across the United States and Canada, with some company owned and others owned by 400+ franchisees. Each location produces very valuable, high-volume data. Ironside is working to leverage machine learning (ML) / artificial intelligence (AI) to drastically improve the company's ability to effectively collect, organize, analyze, and act on that data across locations, without burdening franchisees possessing differing levels of technical know-how.

"Ironside is one of our most valued business partners. As an organization, they consistently operate with professionalism, integrity, and diligence — even during complex and challenging engagements. The quality of their work is stellar and I would not hesitate to recommend them to anyone."

COMPANY PMO DIRECTOR

INDUSTRY

Personal Care Services

CLIENT

North American hair salon franchise

- ▶ 1,850+ locations
- ▶ 400+ franchisees
- ▶ 7 million annual customers

BUSINESS NEED

To improve customer convenience and operations.

IRONSIDE'S SOLUTION

Built three machine learning models involving over 35 data points into a real-time, cloud-based application that delivers to customer a hyper-accurate prediction of how long their wait for a haircut will be. Results are delivered in under a half second, servicing over 1 billion API calls per year.

OUTCOMES

Providing accurate wait times to customers has led fewer customers to walk out and customer and revenue to increase.

- ▶ Higher customer satisfaction scores (CSAT)
- ▶ Greater customer retention
- ▶ Increased revenue and improved profitability

The new AI platform also provides valuable data and insights to company executives, allowing them to improve operational effectiveness across 1,800+ locations.

How we delivered.

01

USE CASE DISCOVERY

Identified 13 use cases for key criteria:

- ✓ Data and business viability
- ✓ Business priorities
- ✓ Staffing
- ✓ Customer behavior

02

RAPID VIABILITY ASSESSMENT

Identified 4 use cases for further assessment

03

MACHINE LEARNING

Trained 3 ML models

05

PERFORMANCE MONITORING

- ✓ Created dashboard featuring key metrics
- ✓ Provided managed services

04

AI IMPLEMENTATION

Deployed 2 models into cloud native real-time app



AscentAI

Start with a small investment.

You don't need to make a big, upfront investment to adopt AI. Start by learning how much you can gain.

Let's talk about how a Rapid Viability Assessment can benefit your company.

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