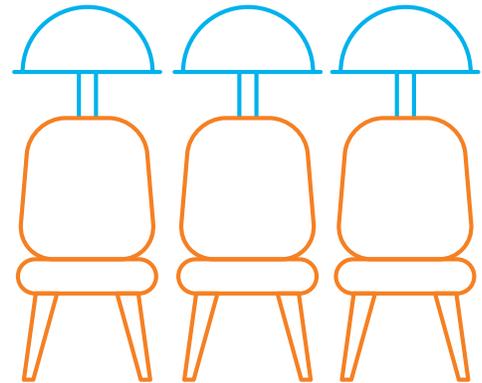


## The situation

Beauty service owners want their clients walking out both looking and feeling their best. But what about when they walk in? In today's hyper-competitive world of beauty services, focusing only on treatments isn't enough. Beauty service businesses need to pamper patrons throughout their visit, virtually creating a temporary retreat from their otherwise chaotic day. While they treat clients, DIRECTV can stimulate and occupy their minds, improving their overall experience and contributing to repeat visits.



## Best practices to sweep up more business

With employment growth expected to reach 10% or greater across beauty service professions by 2024, the landscape will become increasingly competitive.<sup>1</sup> Attracting regulars takes much more than a "regular" experience. To keep clients impressed during those visits and coming back, DIRECTV is a cut above.

# 5x

How much cheaper it is for beauty service businesses to retain clients than acquire new ones.<sup>2</sup>



## DID YOU KNOW?

The beauty industry is worth \$445 billion and most of the companies within the industry are privately owned.<sup>3</sup>



## How DIRECTV keeps the beauty industry on the cutting edge

The owner or manager of a salon, spa or barbershop has his or her hands full retaining clients and employees while keeping up with new trends and competition. But they can leave their entertainment needs to the chic stylings of DIRECTV.

### 1 Build client loyalty

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#### PROBLEM

It is five times cheaper to retain clients than it is to acquire new ones.<sup>2</sup>

#### SOLUTION

With a wide variety of popular programming and music channels, DIRECTV is the ultimate amenity to engage new clients. DIRECTV has the programming to match whatever clients are talking about—from entertainment and celebrity news to nightlife and music. Plus, it's the perfect way to keep clients occupied and connected when they can't be on their mobile devices.

### 2 Retain top talent

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#### PROBLEM

The beauty business is traditionally plagued by high employee turnover rates. Competition for experienced providers can be cutthroat in competitive markets where demand for services surpasses the availability of experienced providers.<sup>4</sup>

#### SOLUTION

There's no better way for a business to enhance its atmosphere than by having DIRECTV programming. The employee experience will never be boring with popular shows on every TV. Or let stylists get into the groove with music channels.

### 3 Gain a competitive edge

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#### PROBLEM

In 2016, the salon count declined by 8.7%, driving salon owners to venture into new areas to improve the client experience and remain competitive.<sup>5</sup>

#### SOLUTION

The salon or barbershop experience is second to none with DIRECTV. Our affordable packages provide access to the programming clients want to watch, so the staff can put on all the shows that have everyone talking.



## Polishing the client experience with DIRECTV

The beauty industry is all about providing exceptional service. Giving clients the best in TV while they wait, unwind, get their hair cut or have their nails done shows your commitment to their satisfaction. With DIRECTV, beauty service businesses can add some color with a top-quality, affordable amenity.



### Attract new clients

When walk-ins pop their head in they'll have a positive first impression when they see DIRECTV on the TV screens.



### Keep existing clients

Build a loyal base of clients by exceeding their expectations with the programming they want to watch.



### Set the mood

To reinforce its brand identity, a salon, spa or barbershop needs the right playlist to create the ideal vibe. Music channels keep fresh tunes coming—commercial-free.



### Blow away the competition

Beauty service businesses can set their business apart by offering an amenity that neighboring competitors don't.



### Keep clients coming back

Not only will clients who have positive visits come back regularly, but they'll be more likely to refer their friends and family.

# 21,000

How many spa services facilities were in operation in 2015.<sup>6</sup>



# Showing off a new look with optional add-ons

Salons, spas and barbershops can brush off nearby competitors with next-level entertainment. DIRECTV offers a variety of incrementally valuable add-on options.



## Game on

Our popular sports packages are a must-have for barbershops. Clients won't miss a minute of the action with NFL SUNDAY TICKET, MLB EXTRA INNINGS® and ESPN COLLEGE EXTRA, just to name a few.



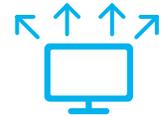
## TV that speaks their language

DIRECTV is fluent in international programming, so beauty services businesses can choose from a wide variety of foreign-language packages featuring channels from around the globe.



## More everything

Salons, spas and barbershops can go beyond the essentials with a higher-tier package that offers a bigger selection of channels for more news, sports and entertainment.



## 4 PLACES DIRECTV MAKES A DIFFERENCE

- 1 Make the wait feel shorter in the reception area
- 2 Liven up the atmosphere in the salon and treatment rooms
- 3 Bring more good times into the break room
- 4 Stay connected in private offices

# \$53

The average amount per visit a woman pays for a haircut, with an average of four cuts a year.<sup>7</sup>



# 62%

The percentage of Americans who said that feeling good about themselves was the main reason they spent time trying to look their best.<sup>4</sup>

1. <https://www.franchisehelp.com/industry-reports/beauty-industry-report/>

2. <http://blog.soundjack.com/blog/playing-music-in-your-hairdressers-or-beauty-salon>

3. <https://www.forbes.com/sites/chloesorvino/2017/05/18/self-made-women-wealth-beauty-gold-mine/#53b47e72a3a>

4. <https://www.franchiseopportunities.com/industry-profile/beauty-industry>

5. <http://www.modernsalon.com/article/78630/2016-professional-salon-industry-haircare-study-salon-services-grow-2-8-salon-haircare-grows-3>

6. <http://www.firstresearch.com/Industry-Research/Spa-Services.html>

7. <http://www.wisebread.com/you-wont-believe-how-much-the-average-person-spends-on-salon-visits-each-year>

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