



SALLY BEAUTY USER JOURNEYS

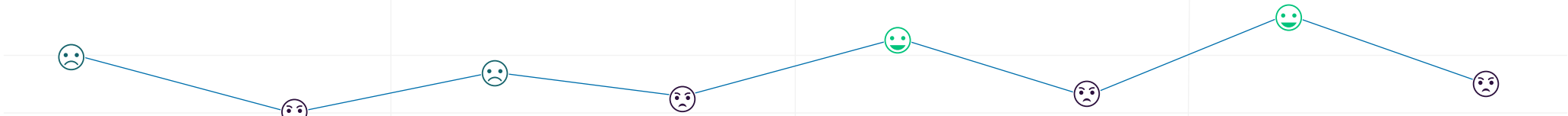
# DEFINING OUTCOMES FOR PERSONALIZATION



Phase	1 Discovery		2 Awareness		3 Conversion		4 Loyalty	
	How did you find Sally?		Searching for my product		Conversion to a sale		Making an account   Return customer	
<b>Action Steps</b>	Search engine – searching for a product	Social media – following celebrities	Search by brand	Discount focused	Semi-timely 2-hour delivery	Payment options	Order tracking	Viewing product history
	Word of mouth – friends or salon	Searching for beauty supply	Filter down to product	Licensed colorist appointment	Redeeming rewards, coupons, and offers	Free shipping “count down”	Incentives to repeat purchase	Customer support
<b>Touchpoints</b>	Exclusive brands and professional products	Promotional deals	Advertise deals	Product alternatives	Variety of payment options	Many offers	Rewards and loyalty programs	Emails as order progresses
	Media campaigns	Build relationship with stylists	Promote offers	Licensed colorists	Shipping options	Steps to complete sales		
		Sally Studios						
<b>User Pain Points</b>	Difficulty finding product, too many choices	Sally myths – wholesale only, not a professional, only hair products, only woman products	Search by ingredient	Difficult to navigate and understand fulfillment	Understand 2-hour shipping and tipping	Seeing value at purchase	Products arrive on time	Did not buy all the DIY product necessary or hair did not turn out as expected
	Education for DIY		Too many products		How to redeem offers	Clarity on shipping	Gotten cheaper elsewhere	
			Lack of education of products	Search on personal characteristics		Ad density		
<b>Online Pain Points</b>	Promote brand quality	Support more than hair products	Out of touch with customer needs	Too much focus on deals and not solutions	Visually communicate cost and savings	Better communication on product availability and when back in stock	Provide order status	Coupon and pricing issues
	Education	We do not understand our customers	Poor exe of strategies	More connection between DIY and product	Do not provide updates on fulfillment		Credit card payments and processing issues	Cancellations and order changes
	Comparison to competition		More diversity				Represent bundles	
<b>Opportunity</b>	Improve brand identity	More education	Linking products and cross-sales	Top trends	Show value and discounts in the bag	Optimize checkout to remove friction and build trust	Personalized reminders of saved items	Customer feedback on delivery
	Prove we are experts in industry	Diversity in selection	Immersive experience and education	Personalized products	Streamline checkout	Communicate stock availability	Limited time offers	New accounts to claim rewards
	Personalized service	Innovative technology	Product story and value	Reduce banners	Confirmation and up sale		Referral programs	Auto=fulfillment and shipping
		More social media toward younger		Better support, decision tools				
<b>Parking Lot</b>	Outdated	Store, not supplier	Only sales and bargain bin products	No distinctiveness to product imagery	Lack of communication in terms of shipping and payment information		No transparency of benefits of account creation	
	Only hair for older audience	No diversity						

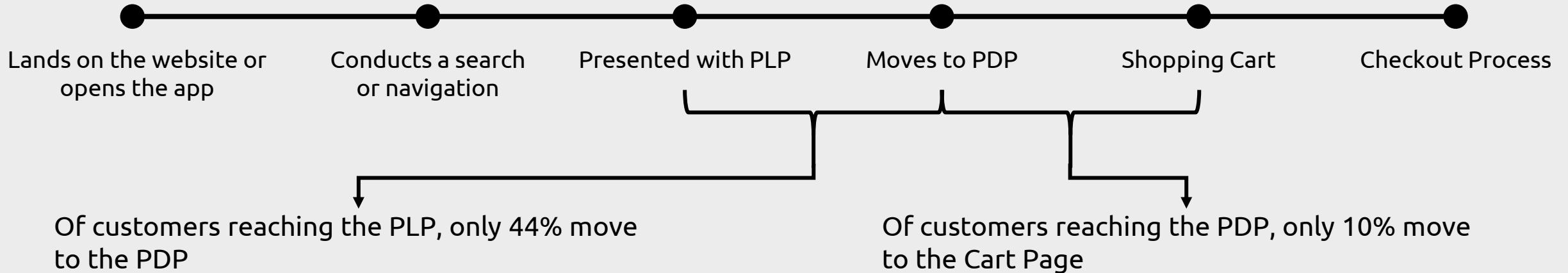


Let's follow Emily through their process of finding a new hair color as they try the Sally Beauty website for the first time.

Phase	1 Discovery		2 Awareness		3 Conversion		4 Loyalty	
<b>Goals</b>	Saw a hair color they like on social media	Finding a product that reflects her values	Searching for the right color	Seeking other tangibles - cost, education, service	Convenience in what matters – product info, shipping	Cross-sales based on personal needs	Communication on status of delivery	Personalized incentives to promote return
<b>Challenges</b>	Does not know product, only color	Finding environmentally safe product	Values quality and outcome, over product	Product information, ingredient list, reviews	Meaningful information and education	Innovative solution for personalized service	On-time delivery and seamless communication	Personalized correspondence
<b>User Behaviors</b>	Values results over a specific product	Regards trust and transparency in selection	Search based on need, not product	Finding education and useful information	Comfortable with decision-making with product	Seeking value over incentives and discounts	Uncertainty of delivery status and return process	Incentives that are meaningful
<b>Behavior Scale</b>								
<b>Touchpoints</b>	Has had negative experiences in the past with product claims	Sally is known in the industry as a brand that people can trust	Out of touch with customer needs	Lack of education on products and use	Visually communication cost and savings	Transparency to build trust and value	Timely communication on status	Offers tailored to personal needs
<b>Opportunity</b>	Provide more personalized service	Build upon already established known expertise	Product story and value	Immersive experience and education	Optimize checkout and remove friction	Communication personalized information	Communication and promote feedback and review	Rewards and personalized service



# LEAVING THE CUSTOMER PATH



Suggested reasons for customer drop-rates:

- Product presentation that does not resonate with the user
- Lack of product information sought by the user
- Limited filter and sort options by on personal needs of the user
- Navigation is not intuitive
- Lack of personalization
- Hidden costs or fees
- Limited information for out-of-stock items
- Inadequate mobile optimization

Suggested reasons for customer drop-rates:

- Product information that does not resonate with the user
- Lack of useful imagery about the product
- Lack of reviews and ratings
- Unexpected costs
- Unclear checkout process
- Limited or unclear payment options
- Limited information for out-of-stock items
- Inadequate mobile optimization



# DECREASING CART ABANDONMENT

Ways to decrease cart abandonment:

- Optimize PDP for conversion
- Declutter workflows
- Clearly define workflows
- Retain first-time customers
- Provide security assurances
- Offer promotions
- Rescue customers
- Remain transparent about refund policies, shipping, and taxes
- Check and update inventory settings
- Produce quality KPIs and metrics



# UNDERSTANDING THE CUSTOMER JOURNEY

Shift focus from cart abandonment to why customers are not getting to the cart

Customers reaching the PLP, only 41% move to the PDP

Suggested reasons for customer drop-rates:

- Product presentation that does not resonate with the user
- Lack of product information sought by the user
- Limited filter and sort options by on personal needs of the user
- Navigation is not intuitive
- Lack of personalization
- Hidden costs or fees
- Limited information for out-of-stock items
- Inadequate mobile optimization

Customers reaching the PDP, only 7% move to the Cart Page

Suggested reasons for customer drop-rates:

- Product information that does not resonate with the user
- Lack of useful imagery about the product
- Lack of reviews and ratings
- Unexpected costs
- Unclear checkout process
- Limited or unclear payment options
- Limited information for out-of-stock items
- Inadequate mobile optimization