



# New Professionalism & Customer Service Exams (PPCS Exams)

For Salon, Spa and Barbershop managers everywhere; PHAB's online, affordable and super-effective staff development tool will help get your staff treating their columns like their own businesses!

PPCS Exams test customer service and business professionalism, highlighting areas of underperformance and allowing speedy intervention, by pinpointing not just where professionals underperform, but why.

And instant results highlight precise reasons, like attitude, knowledge or specific skills, so you can intervene with the appropriate training to restore optimal performance.

Rigorous testing examines all areas of business performance, including chair/couch-side etiquette, professional consultations, product & treatment sales, increasing repeat business, marketing columns and more.



A typical PPCS Exam report.

There are 6 PPCS Exam categories to choose from:

- Hairdresser
- Beauty Therapist
- Colourist
- Nail Technician
- Barber
- Salon/Spa Receptionist

## Use PPCS Exams at every stage in **developing** your salon **professionals**

- Recruitment to complement trade tests
- Induction to gauge entry-level performance
- Probation End to support retention decisions
- Reviews & Appraisals to gauge performance standards
- Promotion to benchmark performance against next level requirements
- Trouble-Shooting to pinpoint detailed issues
- Disciplinary Action to support fair and independent judgement
- Training to assess requirements and support budget allocation



Nergish Wadia-Austin

### PPCS Exams work brilliantly!

...because they're developed by respected trainer and industry guru **Nergish Wadia-Austin** in collaboration with British industry experts and are accessible worldwide.

# People say **great things** about PPCS Exams!



**Sally Pedder**, Manager, The Dorchester Spa, Park Lane, London.

*"Assessing couch-side etiquette and customer care standards behind 'closed doors' has been one of the biggest hurdles faced by beauty salon and spa managers. By examining these things online, PHAB's PPCS Exams have effectively opened those doors. Our 'eyes and ears in the treatment room', they're an invaluable management tool!"*

Ready to sample a PPCS Exam and see what it can do for your team?

**Get in touch and we'll arrange it for you!**

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