

HAIR, BEAUTY AND MEDIA MAKE UP

WORCESTER CAMPUS

SUMMER PROJECTS
YEAR 11 STUDENTS

HAIRDRESSING, BEAUTY AND
MEDIA MAKE UP:
**CLIENT CARE -
CONSULTATION**



HEART OF
WORCESTERSHIRE
COLLEGE

KICK START YOUR STUDY AT HOW COLLEGE WITH ONE OF OUR CURRICULUM BRIDGING PROJECTS

BACKGROUND

During your Beauty, Hair and Make-up course you will need to demonstrate exceptional levels of customer care and communication in the salon. Complete the tasks below to help you understand this subject more and to prepare you for working within the industry.

Task 1:

Follow the link below and watch the video.

hairdressing.jisc.ac.uk/resources/customerserviceandcarevideo/

Complete a chart on the positive points and negative points, put as many points as you can.

Positive points	Negative points

Customer care is extremely important in the Hair/ Beauty and media make up industry. If you always treat your client professionally the client will return and tell their friends, this gives you a successful business and improves your income.

Your experience	
Have you ever come across bad customer care when having a service in a hair and beauty salon or in a retail shop?	
Write about 1 bad experience you have had and how they should have changed this to be a positive experience for you.	

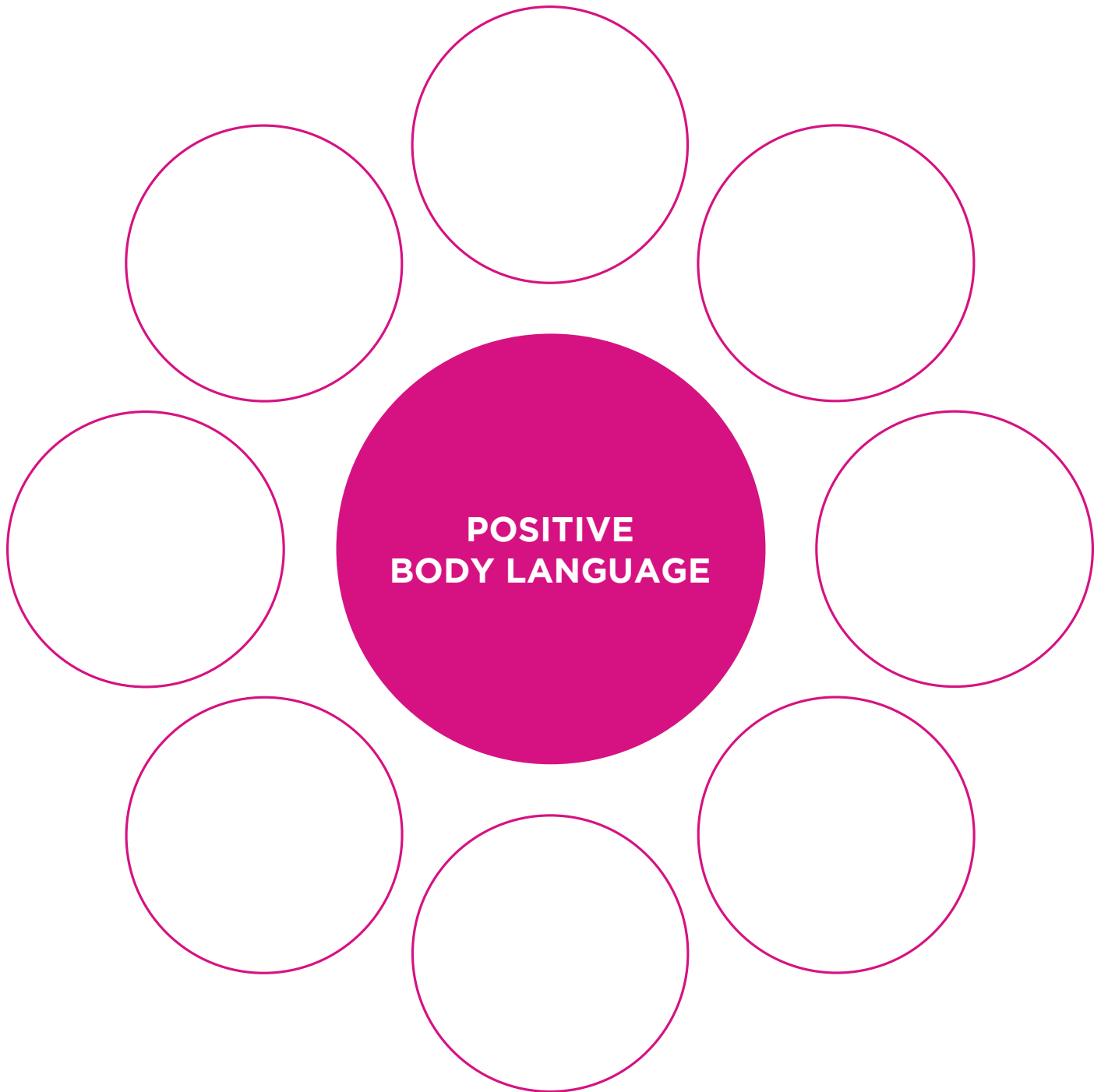
Glossary

Check out the meanings of the words below:

Customer care • Consultation • Positive body language • Open and closed questions

Task 2:

What body language do you think you should have when working with clients?
Complete this spider diagram on positive body language:



Task 3:

During consultation you will be asking your client questions relating to their hair service or beauty/media make up treatment. What questions do you think you could ask your client?

An empty speech bubble with a pink outline, intended for writing a question to ask a client.An empty speech bubble with a pink outline, intended for writing a question to ask a client.An empty speech bubble with a pink outline, intended for writing a question to ask a client.An empty speech bubble with a pink outline, intended for writing a question to ask a client.An empty speech bubble with a pink outline, intended for writing a question to ask a client.An empty speech bubble with a pink outline, intended for writing a question to ask a client.

Task 4:

Diseases and disorders are a very important part of the hair and beauty industry, you need to know about these diseases and disorders in case they are contagious and you therefore cannot carry out the service/treatment.

Research skin conditions via google.

Disease/ disorder	State Contagious/ non contagious	Include an Image	Causes, Symptoms and treatment	Can you carry out a service/ treatment?
Dermatitis				
Ring worm				
Impetigo				
Scabies				
Conjunctivitis				
Psoriasis				
Eczema				
Herpes				

Task 5:

Answer the questions below to illustrate your consultation knowledge.

These questions should relate to consultation and client care.

Explain how to communicate effectively	
Outline communication techniques used during different consultations	
Why is it important to give aftercare advice to clients?	

Task 6:

Follow the link below to test your knowledge on customer care

media.hairdressing.jisc.ac.uk/HTQuizzes/Hairdressing%20Training%20Customer%20Service%20Quiz%20-%20Storyline%20output/story_html5.html

Indicative time for this project:

We would suggest the whole project from start to finish (including research) should take you around 15 hours.

Instructions on how to submit this:

Email your work to: hairandbeautyworchester@howcollege.ac.uk

Make sure all tasks are completed and you have checked your spelling and grammar.

How will I benefit from this project:

All the information you are researching and collating together will aid your essential knowledge whilst on your course and you will be able to use your work towards revision.

What can I expect to get back after I submit my project work:

You will receive acknowledgement and feedback.