

MINILUXE DELIVERS A POLISHED CUSTOMER EXPERIENCE WITH COMCAST BUSINESS



Boston-based Nails and Waxing Studio Supports In-store Entertainment and Leverages Real-time Data Analytics with Reliable, High-speed Internet

NAIL AND BEAUTY FRANCHISE DESIGNED FOR THE LUXURY CUSTOMER EXPERIENCE

MiniLuxe, founded in Massachusetts in 2007, set out to reimagine what the nail salon could be, both to clients and employees. It has since grown to 20 studios in Boston, Dallas and Los Angeles. The MiniLuxe culture is built on clean practices in business, methodologies and ethics and always puts customer service first. The studios are open early and late to accommodate customers' busy schedules and each location provides curated in-store entertainment so customers can enjoy mini luxury experiences each time they visit. Services include manicures, pedicures, waxing and eyebrow shaping.

MiniLuxe employs a staff of 500+ full-time nail designers, wax editors, experience associates and studio managers servicing more than 90,000 customers annually.

"As an organization, we celebrate self-care and enable people to be the best version of themselves," said Tony Pino, Business Development Officer at MiniLuxe.

SLOW INTERNET DETRACTS FROM CUSTOMER EXPERIENCE AND INHIBITS IN-STORE OPERATIONS

At MiniLuxe, customer service is the number one priority, and to provide an exceptional customer experience, fast, reliable Internet is critical. When the company opened its first location in Newton, Massachusetts, it had a slow DSL connection. With slow Internet, employees were challenged when trying to access online booking, scheduling and point-of-sale (PoS) systems to manage operations, nor could they access online training tools.

"It's not just connectivity, it's more like oxygen for the business. Internet underpins everything we do; we can't operate our business with slow service," said Pino.

COMCAST BUSINESS DELIVERS FAST, RELIABLE INTERNET SERVICE

MiniLuxe wanted a new service provider, both for its Newton location and to deliver scalable, reliable Internet at new locations as they opened. After evaluating several service providers, it ultimately chose Comcast Business. Comcast Business installed a 150 Megabit-per-second (Mbps) Business Internet connection at MiniLuxe in Newton, and has since deployed 150 Mbps services at 12 additional MiniLuxe locations in Massachusetts.

With Comcast Business Internet, MiniLuxe employees can now easily access all scheduling, booking and POS systems, as well as training materials, making it easier and quicker for them to do their jobs. MiniLuxe can also reliably stream video and music in-store. Music is provided through a streaming application with playlists specifically curated for MiniLuxe by a popular New York DJ.

SITUATION

- Nail and beauty studio founded in 2007
- 20 locations
- 500+ employees
- 90,000 customer visits annually

CHALLENGE

- Slow Internet connection

SOLUTION

- Comcast Business Internet

RESULTS

- 150 Mbps Internet service
- Service provider with national footprint
- Improved customer experience
- Ability to support complimentary guest WiFi

MiniLuxe has also added complimentary guest WiFi services, which run over the Comcast Business Internet connection. Comcast Business Internet also powers certain applications used to track store performance in real-time, which helps MiniLuxe adapt staffing levels to match the amount of traffic each location is receiving. For example, if MiniLuxe can quickly receive data about an influx of pedestrian traffic in front of a store, it can then increase the amount of staff on hand or provide incentives for employees to stay at their shift longer.

Additionally, as MiniLuxe opens new stores, Comcast Business is able to install Internet at new in-market locations quickly.

“The last thing I worry about as we double our store count every year is the installation of Internet services. Comcast has been a very good partner in that regard, working with us and construction teams to get the job done,” said Pino.

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