



PRESS RELEASE

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MiniLuxe Polishes the Customer Experience From Head to Toe With Comcast Business

Prominent Nail and Waxing Studio Employs Fast and Reliable Internet Services to Support Innovative Entertainment and Data Analytics Offerings at 13 Locations Across Massachusetts

BOSTON – March 29, 2017 – [Comcast Business](#) today announced that MiniLuxe, a beauty studio specializing in ultra-clean nail, eyebrow and waxing services, is using Comcast Business [Internet services](#) at each of its 13 locations across the Boston metropolitan area. These high-speed internet services are critical to helping MiniLuxe deliver the superior beauty salon experience that has contributed to the studio's more than 90,000 customer visits each year.

Started in 2007, [MiniLuxe](#) is highly regarded for its focus on immaculate cleanliness, service quality and the customer experience. These tenets have earned the organization the prestigious title of being a [Best of Boston](#) award winner for the past six years, as well as a *Best of Dallas* recipient in both 2016 and 2015, the same year it opened its first studio in that market.

"We believe much of our success comes from our ability to attract, develop and retain the very best talent in the beauty industry – our approximately 500 full-time nail designers, wax editors, experience associates and studio managers are extraordinary at their craft and enable our customers to become the best versions of themselves," said Tony Pino, business development officer for MiniLuxe. "Behind these stellar people, however, are technology services like high-speed internet that simplify everyday business activities and help them to perform at their highest level. This lets our customers enjoy the unparalleled experience they expect when they walk through our doors."

Just one example of MiniLuxe's differentiated approach to the customer experience is how it uses entertainment within each studio. A curated music playlist – direct from a DJ in New York City and varied based on time of day and salon atmosphere – is live-streamed to each store via its high-speed internet service from Comcast Business. MiniLuxe also regularly features high-definition fashion shows from around the world via its Comcast Business internet service. These entertainment amenities, combined with the convenience of in-studio Wi-Fi supported by Comcast Business for its clientele, has greatly contributed to MiniLuxe's consistently high customer satisfaction and retention rates.

"When you're in a state of growth as we are, the last thing you want to worry about is the speed and reliability of your internet connection," continued Pino. "With Comcast Business, I know I can call my dedicated account representative and the service will be installed quickly and work well. Having Comcast Business as our technology provider allows us to continue innovating the other offerings we provide to our customers, which is ultimately our top goal here at MiniLuxe."

From an internal point of view, MiniLuxe is also using its Comcast Business internet services to power a number of critical office applications, ranging from appointment scheduling and checkout software to a variety of different data analytics solutions. One such example is the ability to access historical data for sales and staffing levels based on Wi-Fi traffic occurring at each studio. This gives managers the option of redirecting employees to different locations based on demand, which not only reduces customer wait time but also allows staff to generate higher revenues. An additional benefit is the ability for employees to view their performance dashboards and employment files from any studio location. By connecting directly to MiniLuxe's offsite data center via the secure internet connection provided by Comcast Business, all employees can access files, print materials or transfer documents, regardless of their location.

“When you’re in the beauty services industry, being able to personalize the customer experience by offering quality products, expert guidance and amenities that improve both efficiency and convenience are some of the best ways to ensure that first-time guests will become long-term patrons,” said Steve Walsh, vice president for Comcast Business in Greater Boston. “Our goal is to complement the superior customer experience already being offered by MiniLuxe’s staff with equally high-quality, fast and reliable internet services to support the business as it continues to innovate the beauty industry at large.”

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice and TV solutions to help organizations of all sizes transform their business. Powered by a next-generation, advanced network, and backed by 24/7 technical support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation’s largest cable provider to small and mid-size businesses and has emerged as a force in the Ethernet market; recognized over the last two years by leading industry associations as its fastest growing provider and service provider of the year.

For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About Comcast Cable:

Comcast Cable is one of the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company. Visit www.comcastcorporation.com for more information.

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