

Shear Genius Salon Wins City Beat News 2018 Spectrum Award Consecutive Years with Five Star Rating

At Shear Genius, the boutique setting focuses on exemplary customer service earning them top ratings and awards

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/EINPresswire.com/ -- For [2018 Spectrum Award](#) winner, [Shear Genius Salon](#), business culture, mission, and values revolve around putting the client needs first. Although the Shear Genius staff has quadrupled since its founding in 2009, the salon remains intimate by design. This customer-focused approach to business lands Shear Genius a top-flight rating from [City Beat News](#)™, with a Spectrum Award for excellence in customer service for the fourth consecutive year. City Beat News is an independent research and publishing company that strives to provide an unbiased voice to consumers. The Spectrum Award is based on independent market research using a proprietary rating algorithm to neutralize bias and identify businesses across the nation who deliver great customer experiences.

Shear Genius staff pride themselves on providing personalized attention so customers receive the perfect look at the salon and the education to recreate that perfect look at home. One customer characterizes her experience with her stylist, “Brooke always has the best tips. Thanks to her help, I get compliments not only when I leave the salon, but every time I do my hair at home.”

Salon owner and master hair stylist, Brooke Capriotti, requires all her staff to complete ongoing, in-house customer service training. The stylists also attend at least two hands-on classes a year to remain on the cutting edge of the industry.

Customer education is also a priority at Shear Genius. Brooke maintains an online blog featuring original stories about customer-requested topics, as well as industry-generated copy. She uses Facebook to highlight monthly specials and share other salon-related events and trends. Instagram is used as a brochure of the stylists’ work for the online community to reference.

At Shear Genius, the boutique setting focuses on exemplary customer service. Each salon visit begins with a beverage of choice, from cappuccino to wine, and a 1:1 consultation with the stylist to understand the client’s unique needs and concerns. Stylists then create a personalized look to



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compliment a customer's face shape, features, skin tone, and lifestyle.

Shear Genius strives to exceed client expectations with each visit. In addition to recommending the latest hairstyles and techniques, staff guides clients in choosing the correct products to attain and maintain healthy hair. Brooke describes one of Shear Genius' signature services, "Balayage is one of the hottest new trends in hair coloring. It is a French hair coloring technique that is painted on with sweeping motions which creates natural looking highlights."

Shear Genius is known for impeccable service. They continually strive for perfection based on client needs and, in turn, clients highly recommend stylists for the exceptional work they do. The salon has a referral program rewarding clients with 25% off their next service. While most customers pre-book appointments, walk-ins are welcome as the schedule allows.

Along with recognition by City Beat News for superior customer service among businesses in North America, Shear Genius is a year-over-year award winner in the local community as "Best of Norwalk" and in the Business Hall of Fame for best salon in Norwalk.

About City Beat News: City Beat News is a national research and publishing company providing a balanced, objective view of customer satisfaction through independent, annual research. Research findings are comprehensive, unbiased and accurate, and reflect ratings that give guidance to consumers with the credibility that powers communities and economics. By highlighting extraordinary service with the Spectrum Award for excellence in customer service, City Beat News strives to strengthen the highest performing companies across the nation, along with the communities they support. Learn more at www.citybeatnews.com.

About Shear Genius Salon: Shear Genius Salon is located in Norwalk, CT on Route 7 at the Norwalk Wilton line, offering men and women's haircuts, Deva haircuts, color, Balayage, and Keratin treatments. Products available include, but are not limited to: Soma, Wella, DevaCurl, La-Brasiliana, and Moroccan Oil. They are open Tuesday through Saturday.

With more than 50 years of combined industry experience, the Shear Genius stylists have trained, and earned certifications and honors all around the country in places like New York City and Chicago at prestigious salons and schools. They thrive in the Shear Genius culture of continued learning and consequently love what they do.



Shear Genius Salon Logo

Learn more or contact Shear Genius at 203.846.1200, www.shear-genius-salon.com or info@shear-genius-salon.com. Or visit their Spectrum Award page.

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