

FREE RESOURCE FOR SALON OWNERS

The Real Cost of a **No-Show** in Your Salon

Calculator + Complete Guide

A missed shift isn't just a lost appointment. It's a full day of revenue gone, time wasted scrambling for a replacement, and sometimes a client who never comes back.

This guide gives you the tools to calculate your real loss and a concrete solution to eliminate it.

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\$300 to \$700

in lost revenue per no-show

30 to 90 min

wasted finding a replacement

15% to 30%

of rescheduled clients never rebook

CALCULATOR

Calculate your real loss

APPOINTMENTS / DAY

e.g. 8 appointments

AVERAGE PRICE / APPOINTMENT

e.g. \$75

NO-SHOWS / MONTH

e.g. 2 no-shows

\$600

lost per no-show

\$1,200

lost per month

\$14,400

lost per year

At **\$59/month**, a ToutToilettage Essentiel plan recovers the equivalent of **244x its annual cost** in protected revenue.

The complete guide

4 sections to understand and eliminate this hidden cost

1

The direct cost

When a groomer doesn't show up, every missed appointment represents between **\$60 and \$120 in direct lost revenue** depending on your market. For a salon running 6 to 8 appointments a day, a single no-show can mean **\$400 to \$700 in revenue** gone within hours.

What most salon owners calculate: the lost revenue for the day.

What most forget to calculate: everything else.

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2

The hidden costs

A no-show triggers a cascade of losses that nobody really tracks:

- Time spent calling around for a replacement (**30 to 90 minutes on average**)
- Rescheduled clients who never rebook (**between 15% and 30%**)
- Stress and disorganization that affect service quality that day
- Online reputation: a frustrated client leaves a review, a happy one rarely does

The real cost of a no-show is often more than double the direct lost revenue. What you see on your books is only the tip of the iceberg.

3

What it costs over a year

Two no-shows per month at \$500 each: **\$12,000 in lost revenue per year.** And that number doesn't account for permanently lost clients or management time.

For most Quebec salons, that's the equivalent of **six weeks of revenue** disappearing every year — not because of a lack of clients, but because a no-show couldn't be filled in time.

4

How Quebec salons handle this differently

The salons that suffer the least from no-shows have one thing in common: they don't look for a replacement when the emergency happens. **They already have a system in place.**

ToutToilettage was built for exactly this. Post a replacement in 30 seconds. Receive applications from qualified groomers in your area. Choose your replacement. **No commission on wages, ever.**

An Essentiel plan at \$59/month is less than \$2 a day to never lose a full day of revenue again.

What changes in practice: instead of spending 90 minutes calling contacts the morning of an emergency, you post in 30 seconds and receive applications while you run your salon. The difference between surviving a no-show and solving it.

Ready to stop losing this revenue?

Join the Quebec salons that have already found the solution.

Co-founded by Marie-Lou Deguire, professional groomer and recognized community figure.

Create a free salon account

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