



Lumière Beauty Salon

September 2026 · generated October 01, 2026

4.48 ★★★★★ +0.04 AVG RATING (VS PREV. PERIOD)	23 NEW REVIEWS	87% REPLIED	3 UNRESOLVED NEGATIVES
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Locations

LOCATION	NEW REVIEWS	AVG RATING	TREND	REPLIED	UNRESOLVED NEG.
Lumière — Downtown	14	★★★★★ 4.64	+0.37	93%	1
Lumière — Westlake	9	★★★★★ 4.22	-0.49	78%	2

Review velocity

LOCATION	THIS PERIOD	PREVIOUS	CHANGE
Lumière — Downtown	14	11	+27%
Lumière — Westlake	9	7	+29%

Response time (SLA target: 24h)

LOCATION	AVG FIRST REPLY	WITHIN TARGET	UNREPLIED BACKLOG
Lumière — Downtown	6.4h	92%	1
Lumière — Westlake	29.5h	57%	2

Competitive position

Your rating: ★★★★★ 4.62 across 187 reviews · competitor numbers are public data, checked manually.

COMPETITOR	RATING	REVIEWS	YOU VS THEM
Maison Belle Salon	★★★★★ 4.4	212	+0.22
The Polished Look	★★★★★ 4.7	96	-0.08

Survey feedback

First-party feedback collected this period — asked of everyone (honest mode).

SURVEY	TYPE	RESULT	RESPONSES
After-visit check-in	NPS	NPS +43	37

What customers talk about

TOPIC	MENTIONS	AVG RATING	NEGATIVE
staff	12	★★★★★ 4.83	0
hair color	9	★★★★★ 4.67	0

wait time	4	★ ★ ★ ★ ★ 2.5	2
booking	3	★ ★ ★ ★ ★ 3.67	1
cleanliness	3	★ ★ ★ ★ ★ 5.0	0
pricing	2	★ ★ ★ ★ ★ 3.5	1

Negatives needing a reply

- 2★ · Dana R.** (Lumière — Downtown)
Waited 35 minutes past my booking time, then got charged for a conditioning treatment nobody offered me first. The cut itself was fine.
- 1★ · Marcus T.** (Lumière — Westlake)
Booked 10am on a Saturday, sat in the lobby for 40 minutes and left without a haircut. Nobody at the desk said a word.
- 3★ · Priya S.** (Lumière — Westlake)
Love how my color turned out, but the appointment ran almost an hour over and I missed my next meeting.

Recommended actions

1. Fix appointment wait times — All three 1–3★ reviews this month mention waiting past the booked time. Leave a 15-minute buffer between color appointments and call clients when a stylist runs late.
2. Reply to the three open reviews — Dana R. (Downtown, 2★), Marcus T. and Priya S. (Westlake, 1★ and 3★) have no reply yet. Apologize for the wait, skip the excuses and invite them back.
3. Ask more Westlake clients for a review — Westlake added 9 reviews against Downtown's 14. Put the review QR card at the Westlake front desk and send the email request after every color appointment.
4. Build on what clients praise — Staff and hair color are the most-mentioned topics, at 4.83★ and 4.67★. Name the color team in replies to 5★ reviews.