



ReviewPerch Starter Cleanup Report

Prepared for Studio Luxe Salon

Jul 20, 2026
Reporting Period
May 1 – May 31, 2026

AVERAGE RATING

2.67 /5
across 3 reviews

TOTAL REVIEWS REVIEWED

3
in this reporting period

RESPONSE DRAFTS PREPARED

0
Prepared for priority reviews

OPEN ISSUES

1
3 stars or below, not yet actioned

REVIEW HEALTH

Needs Work
based on 3 reviews examined

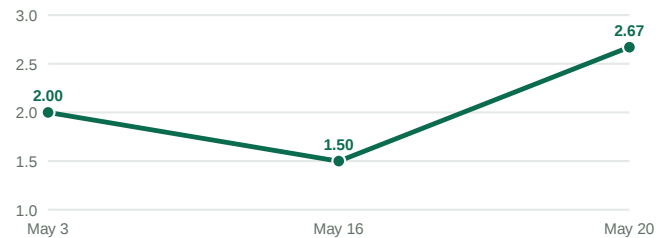
EXECUTIVE SUMMARY

Studio Luxe Salon's May 2026 review period reflects a challenging month, with the majority of feedback raising serious concerns about service quality and client safety.

Of the 3 reviews received, 2 are negative and 1 is...

- Bottom Line: The review profile is a work in progress. The main opportunities: close out the open issues, post the approved response drafts, and keep responses consistent.

CUMULATIVE AVERAGE RATING



- Running average moved from 2.00 to 2.67 as each review was added, oldest to newest. This is a cumulative average of the reviews examined, not a month-over-month comparison.

REVIEW AUDIT SNAPSHOT

Date	Rating	Issue	Priority	Suggested Action
May 16, 2026	1 ★	Chemical Burn	High	DO NOT post a public response without ex...
May 3, 2026	2 ★	Service Quality	High	Respond same-day with a warm, empathetic...

- 1 open issue identified. Addressing these may help reduce repeat complaints.

REVIEW SENTIMENT BREAKDOWN



- 33% of reviews are positive (4–5 stars). Reinforcing what customers already praise while addressing the most common concerns is the general focus.

WHAT CUSTOMERS LOVE

- Transformation Results 33%
- Welcoming Team 33%
- Exceeds Expectations 33%

The strengths customers mention most often.

SERVICE GAPS / CLEANUP OPPORTUNITIES

- Chemical Burn 13%
- Physical Injury 13%
- Staff Conduct 13%
- Blame Shifting 13%
- Service Quality 13%

The concerns customers raise most often.

HIGH-PRIORITY ACTIONS

- Respond to priority reviews
Reply using the prepared drafts.
- Look into chemical burn
Raised in ~13% of concern mentions.
- Look into physical injury
Raised in ~13% of concern mentions.
- Look into staff conduct
Raised in ~13% of concern mentions.
- Look into blame shifting
Raised in ~13% of concern mentions.

RECOMMENDATION & NEXT STEPS

Focus on posting the approved response drafts and reviewing the most common themes (chemical burn and physical injury). These steps may help improve customer satisfaction and make future feedback easier to manage.

- Check back in 30 days to measure progress and update the cleanup plan.

SUMMARY

Studio Luxe Salon's May 2026 review period reflects a challenging month, with the majority of feedback raising serious concerns about service quality and client safety. Of the 3 reviews received, 2 are negative and 1 is positive, producing an average rating of 2.67 out of 5. Immediate attention is warranted on two unanswered reviews, one of which carries significant reputational and potential liability risk.

REVIEW VOLUME

Total reviews this period: 3

No prior month data was provided for this engagement, so a month-over-month comparison is not available. Three reviews in a single month is a modest volume, which means each individual review carries considerable weight in shaping the salon's overall public perception.

AVERAGE RATING

Current average rating: 2.67 out of 5

This figure is based on all 3 rated reviews from the May period. A 2.67 average is below the threshold most prospective clients use when evaluating whether to book a service, and the two unanswered negative reviews currently sit in full public view without any salon response.

WHAT CUSTOMERS ARE PRAISING

Positive feedback this month, while limited to one review, is genuinely strong in its language.

- Transformation results and exceeded expectations — One reviewer described walking out "looking and feeling incredible" after a complete transformation.
- Welcoming team atmosphere — The same reviewer specifically noted the whole team as warm and welcoming, suggesting a positive in-salon environment when the service goes well.

"Came in for a complete transformation and walked out looking and feeling incredible. The whole team was welcoming and the results exceeded my expectations."
— Sofia Reyes, 5 stars, May 20

WHAT CUSTOMERS ARE CONCERNED ABOUT

Two reviewers this month raised distinct but related concerns about color services, and both reviews remain publicly unanswered.

Color and chemical service outcomes

Two separate clients experienced unsatisfactory results from color services — one describing brassy, uneven highlights after spending over \$200, and the other reporting a far more serious concern involving a chemical burn to the scalp.

Service recovery and trust

One reviewer noted that a correction was offered but declined, citing a loss of trust in the salon. This suggests that even when the salon extends goodwill, the manner or timing of the response may not be sufficient to retain the client.

Communication and staff conduct

One reviewer describes feeling that responsibility for her adverse outcome was shifted onto her by the stylist. Whether or not there was a miscommunication during the intake process, the perception of blame-shifting in a public review is damaging and warrants careful handling.

STANDOUT REVIEWS

Sofia Reyes — 5 stars, May 20

This is the month's clear standout. The language is enthusiastic, specific, and covers both the result and the team experience — exactly the kind of review that builds credibility with prospective clients browsing the salon's profile.

"Came in for a complete transformation and walked out looking and feeling incredible. The whole team was welcoming and the results exceeded my expectations."

A drafted response has been prepared for the client's review and posting. Acknowledging this review promptly and warmly is generally seen as a positive signal to other readers that the salon is engaged and appreciative of its clients.

REVIEWS THAT NEED ATTENTION

Priya Sharma — 1 star, May 16 — Critical Risk

This review describes a bleach-related scalp burn, mentions photographic documentation of the damage, and characterizes the experience as "potentially dangerous." This is the highest-risk review in the current set. The status is marked as requiring client input before a response can be drafted, and that input has not yet been received.

Given the mention of physical injury and documented evidence, the salon should consult appropriate advisors — legal, insurance, or otherwise — before responding publicly. A response draft will be prepared for the salon's review once client guidance is received, but the content and timing of any public reply should be decided with full awareness of the reviewer's stated claims.

It is also worth noting that this review may contain content that could be considered a candidate for a platform policy review, though whether any platform action is taken is entirely at the platform's discretion.

Jasmine Ford — 2 stars, May 3 — High Risk

This review has been sitting publicly unanswered since May 3. The reviewer describes brassy, uneven highlights, a significant financial outlay, and a stated unwillingness to return. A response draft is ready for the salon's review and posting. Each day this remains unanswered, prospective clients reading it see no salon voice in the conversation. A timely, professional reply could help signal to other readers that the salon takes feedback seriously.

OPERATIONAL SUGGESTIONS

The following themes emerged from customer feedback this month. These are observations from the reviews themselves, not professional business or legal advice. The salon may want to look into these areas independently.

- Color consultation and client intake process. Two out of three reviews this month involve color service dissatisfaction, and one includes a dispute about whether the client's prior color history was disclosed. Customers frequently mention a gap between expectations set before the service and results delivered. The salon may want to examine how color consultations are documented and what questions are standardized before chemical services begin.
- Chemical service safety procedures. One reviewer describes a scalp burn and notes that photographic documentation exists. Whether or not this reflects a systemic issue, customers mentioning physical discomfort or injury in public reviews is a pattern worth taking seriously at the operational level. The salon may want to review its chemical application protocols and patch-test policies with relevant professionals.
- Service recovery communication. One reviewer was offered a corrective appointment but declined due to loss of trust. Customers frequently describe the offer of a "fix" feeling insufficient on its own. The salon may want to look into how service recovery conversations are handled in person — including tone, timing, and what is communicated — as the follow-through on these moments appears to influence whether a client feels heard.

RECOMMENDED NEXT ACTIONS

The following actions are within ReviewPerch's service scope and are planned for the coming period.

- Present the Jasmine Ford response draft for salon approval. A draft reply to the May 3 two-star review has been prepared and is ready for the salon's review. Once approved, the salon owner or an authorized team member would post the response directly from the business account.
- Await client guidance on the Priya Sharma review, then prepare a draft accordingly. Given the nature of the claims in this review, ReviewPerch will not prepare a public response draft until the salon has provided direction and, where appropriate, consulted relevant advisors. Once guidance is received, a draft will be prepared for the salon's review.
- Present the Sofia Reyes response draft for salon approval. A warm acknowledgment draft for the five-star review is ready. Responding to positive reviews is generally seen as a good-faith signal to prospective clients and is recommended.
- Continue monitoring for new reviews across all active platforms. Any new reviews received during June will be flagged, categorized, and included in the next reporting cycle with draft responses prepared for applicable reviews.

OWNER RESPONSE DRAFTS

Ready-to-post replies for the reviews this period — this is the heart of the service. Copy and paste each one as the owner's public response from your own account, editing any wording before it goes live.

Sofia Reyes — 5 stars · May 20, 2026

Their review: "Came in for a complete transformation and walked out looking and feeling incredible. The whole team was welcoming and the results exceeded my expectations."

Reply to post:

Sofia, a total transformation — yes! This is exactly why we do what we do. Thank you so much for trusting us and for sharing this gorgeous review. The whole Studio Luxe team sends you so much love. See you for your next appointment!

Status: Ready to post

Jasmine Ford — 2 stars · May 3, 2026

Their review: "My highlights came out brassy and uneven. I paid over \$200 for this and left feeling embarrassed. They offered to fix it but I do not trust them with my hair again."

Reply to post:

Jasmine, thank you for taking the time to share this — and we're truly sorry your experience left you feeling anything less than amazing. That is never the feeling we want you to walk out our doors with, and your disappointment matters to us deeply. We'd love the chance to connect with you personally and make this right. Please reach out to us directly at studioluxesalon@email.com or call us at (555) 123-4567 — we're here and we're listening.

Status: Already posted

Held for your input

These reviews need a response but are paused for your direction (higher-risk, or they need context only you can provide). Tell us how you'd like to handle each and we'll prepare a reply:

- Priya Sharma (1 star, May 16, 2026)

About this report: prepared from publicly available reviews at the time of preparation; figures reflect only the reviews examined. Suggestions are observations drawn from customer feedback, not legal, marketing, or other professional advice. No specific outcome — including rating changes, ranking changes, or review removal — is promised or guaranteed. Review platforms make all moderation decisions.