



**Snapshot Survey Results Report**  
*—Technology in the Workplace—*  
**June 2015**



## Technology in the Workplace

ISPA Snapshot Survey | June 2015

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and helps identify the needs of spa professionals. Snapshot Surveys are conducted on the third Friday of each month, with full results provided only to respondents two weeks from the release date of the survey. Knowledge is a valuable tool and these quick surveys provide a wealth of information shared by ISPA's members. The June Snapshot Survey focused on technology used within the workplace.

Technology has become an ubiquitous presence in our working lives — and for many of us, our non-working lives as well. The spa industry is no different and has also seen noticeable growth in technology over the last decade. For this month's survey we asked members to let us know how technology is shaping their business, what is working for them (and what isn't) as well as how they regulate the use of technology by staff and guests in a spa environment.

Our survey revealed that when it comes to implementing new technologies, day spa respondents are embracing resources that allow customers to book their treatments online more than resort/hotel spa respondents (77 percent and 42 percent respectively). To help ensure customers don't forget their appointments, 90 percent are using email to send appointment confirmations. Almost one-third (32 percent) of day spas have an online retail presence allowing them to generate additional revenue compared to only 17 percent of resort/hotel spas.

Nearly three quarters of respondents use business management software designed for the spa industry and almost all other respondents use a generic business management alternative — although surprisingly six percent use no business management software at all. Spas also appear to be happy with what they use, 40 percent are using a business management software version that is more than six years old.

Most spa respondents have also given thought to and implemented policy regarding the use of cell phones and other mobile devices: 70 percent of all spas have a formal usage policy for guests and 87 percent have a formal policy for staff. Respondents provided a brief overview of their policies which are outlined within this report. The majority of spa members indicated they do not allow the use of cell phones within their spa and some even have a zero tolerance policy.

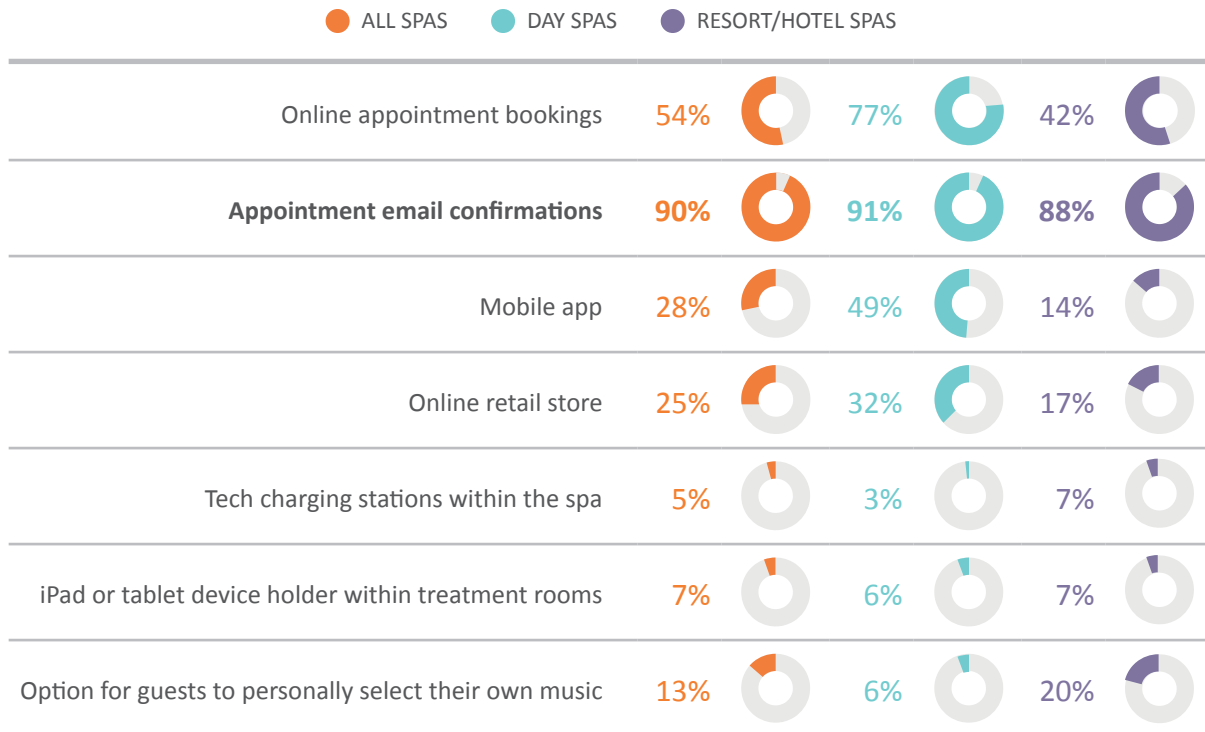
Almost half, 46 percent, of day spas use a software that allows employees to access their work schedule via a mobile device compared to only 22 percent of resort/hotel spas. Resource partners are leading the way in this area, with 63 percent offering employees the option check their schedules in the palm of their hand.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, June 19, 2015 to Friday, June 26, 2015. During this time, 310 ISPA members responded to the survey. The categories "all spas" and "ISPA Spa Members" referred to within this report include data from all spa respondents (day, resort/hotel, medical and destination spas). Only one set of the various financial performance question responses per company are included in the results. If more than one individual per company submitted information, the primary member's data was used. The data gathered from previous quarterly ISPA Snapshot Surveys is also included within the following charts to allow for easy comparison.

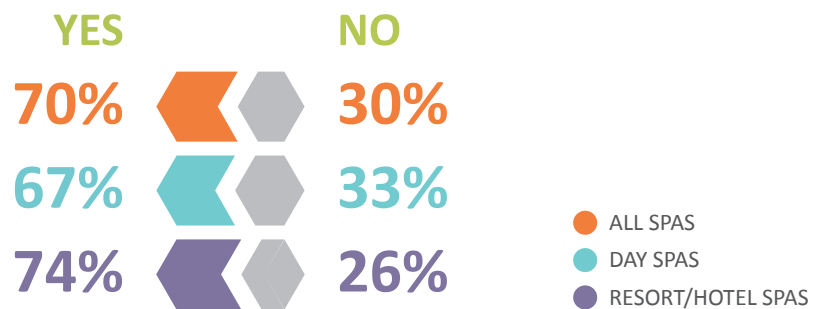
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## ISPA SPA MEMBERS

Which of the following tech-related options does your spa offer? Respondents were asked to select all that apply.



Does your spa have a formal guest policy for cell phone usage?



**Respondents were asked to provide a brief overview of their spa's cell phone usage policy and/or provide a web link to the policy. A sample of responses provided is below:**

- Please help us preserve a tranquil environment by lowering your voice and turning off your cell phone. For the privacy of our guests cell phones and cameras are not permitted in the Water Therapies area.
- Please refrain from cell phone use during your time with us.
- All cell phones must be silent or turned off while at in spa treatments.
- As a courtesy to others, please refrain from talking on cell phones in the Club and Spa.
- As we are a clothing optional facility, we ask that all mobile devices be turned off and not used in the facility. If a guest must make a call, they are asked to step outside.
- Cell free zone in spa lounge areas and pool to encourage relaxation. Spa Cafe/fitness has Wi-Fi access at facility. . . as it's the culture in coffee shops and gyms.
- Cell phone turned off during the session.
- Cell phone are prohibited in the spa for both that guest and all other guests in the spa. Cell phones are asked to be turned to silent or vibrate when being stored in the locker room.
- Cell phone cannot be used on change room and treatment rooms.
- Cell phone free. Stated at time of booking and guest is asked to initial spa etiquette line when checking in, covered again in facility tour.
- Cell phone usage is limited to the Spa Café, texting permitted in other areas. Phones must be on silent.
- Cell phone usage is not permitted in the spa sanctuary space. This space is reserved for quiet relaxation.
- Cell phone usage is prohibited in all public spaces.
- Cell phone use in public areas is prohibited. We request that you use your cell phones ONLY inside your individual room. Other guests who are enjoying the quietude of their garden patios will appreciate that you do not use your phone on your casita's patio. Why? Primarily because the Ranch is a retreat that values real conversation and connections. Scientific studies have shown that the presence of cell phones is disruptive and fatiguing.
- Cell Phones and Pagers: While you're with us we invite you to enjoy the break and relax. We strive to provide a calm and relaxing environment for all our patients. So we kindly ask that you silence all cell phones and other devices. Please step out of the spa if you need to make or receive a phone call.
- Cell phones are not allowed beyond the check-in/reception area — re: guest comfort and privacy.
- Cell phones are not allowed in the Spa and we suggest they place them on silent once they are in their lockers.
- Cell phones are not permitted in the Spa.
- Cell phones are not permitted, nor are other electronic devices. Exceptions are made if the area it is being used in does not have other guests. The main reason for this policy is the nudity in these areas, and to also help maintain a tranquil environment.
- Cell phones are not to be used in either the men's or ladies lounges for the privacy of other guests. Cell phones are discouraged in the treatment rooms but allowed because of need to receive baby sitter and the like calls.

- Cell phones are to be turned to silent mode — or turned off — while in the centre.
- Cell phones are to be turned to silent or off while in the spa.
- Cellular phone free environment.
- Dear Guest, Spa treatments are in progress. Please refrain from using your cell phones while in the spa lounges.
- Disconnect!
- Encouraged to leave them in the locker.
- Feel free to keep your mobile device. Please respect the privacy of those around you by not talking on your device and not taking any pictures that include any others without their express permission.
- For the personal experience of our guests, we recommend that all cell phones are turned off and remain in the lockers.
- Guests are reminded when they come in to turn off phone during service.
- Guests are asked not to use their cell phones in treatment rooms and to turn the ringers off.
- Guests are asked to refrain from using any electrical device.
- Having so many executives as clients, we offer the "Receptionist Customer Service at the Spa Desk," so they forward their line to the Spa and we take all messages while they can take a breathe, without missing any business phone calls, this makes them enjoy their service.
- <http://bellasante.com/about/spa-etiquette/>
- <http://www.boyne.com/boynemountain/spa/faq#0>
- In a tranquil setting. We appreciate you turning off your mobile phone.
- In consideration of our guests, cell phone use is not permitted beyond the spa reception area.
- Just a post asking to limit use.
- Leave the phone in your room or turn it off.
- Menu asks guest not to bring to and/or use cellphone in spa.
- Milk + Honey is a tranquil retreat, and we want to create an atmosphere that allows all our clients to escape from the world outside. In consideration of others, please refrain from talking on your cell phone inside the spa. All cell phones must be in silent mode or turned off while at Milk + Honey. We also request that you don't use a laptop in our lounge, but you may use your laptop while getting a pedicure, if you so choose.
- <http://milkandhoneyspa.com/spa-guide/>
- No cell phone in the spa, but at the guest's discretion in their guest room.
- No cell phone or camera use allowed except for in the lobby area.
- No cell phone usage in the Spa unless a guest would like to read or listen to their own music (with headphones) while they are in the Relaxation area or Nail room.

- No cell phone use in any spa or fitness areas other than the lobby.
- No cell phones (volume on) are permitted in all spa areas.
- No cell phones allowed in the Men's or Women's Spa. Guests who would like to use their cell phone are asked to do so in the spa lobby.
- No cells permitted in Relaxation Lounge nor Treatment Rooms. All cell phones must be turned to silent, especially when left in a locker.
- No cellular policy in the spa. Guests are welcome to use the upper level of the spa (pool area) where free Wi-Fi is available.
- Not allowed to talk on or have ringer/notification with volume in spa areas and lounges.
- Not permitted in locker room or relaxation lounges.
- For the comfort of all our guests please turn your cellular phone on vibrate mode or off.
- On our brochure, "Our goal is to provide a tranquil environment to all of our guests, and therefore we do not allow cell phones in the treatment areas."
- Once downstairs in the Spa areas no cell phone use permitted!
- Our policy reads as follows: "To maintain relaxation and quiet within the spa and in consideration of all guests, talking on cell phones or use of camera feature is prohibited." So we allow cell phones for internet use, or reading books, etc., but not for talking on the phone or taking photos.
- Our spa environment is one of relaxation and tranquility. Please respect all spa guests' right to privacy and serenity. In light of this, the spa is a mobile phone, Blackberry, pager, camera and smoke free zone.
- Our spa is a cell phone free environment.
- Phones are not allowed in our spa.
- Phones must be on silent and no talking on phones within the lounge or spa area.
- Please keep your phone switched off at all times in the Spa.
- Please refrain from using your cell phone while enjoying and awaiting your spa services.
- Please turn off cell phones, personal electronic devices, and cameras upon entering the spa.
- Quiet and Healthy Environment.
- Quiet, Please.
- Reminders are posted within the guest view along the public areas of the spa facilities such as the changing room and along the walk way corridors.
- Smartphone usages is allowed within the spa and the use of text and email is highly encouraged. If a voice call or face time is needed we ask guests to step outside of the facility in order to respect the other guest's tranquility.
- Sound off/no talking on cell phone.

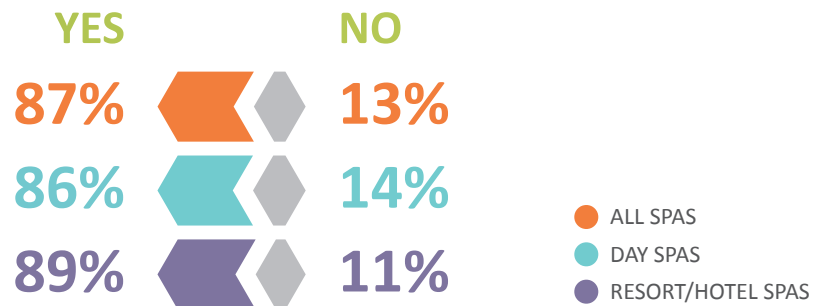
- Spa Gregorie's is a sanctuary for the body, the mind, and the eardrums! Please turn off the ringers on cell phones and pagers, and speak softly. Because the day spa environment is supposed to be a tranquil and stress-reducing experience, it's best to leave cell phones and pagers at home or turn them off before entering the day spa. Please do not bring children or infants into the spa.
- Speaking on a cell phone is prohibited within all Club facilities.
- Special etiquette — Our Spa offers each guest the chance to relax.
- Talking on cell phones is not permitted.
- The entire resort is cell phone free.
- The Spa itself is a cellphone free zone. They should not be using it. They are told this when they get the tour and there are signs. Additionally if we have to tell the guest 3 times to put it away they are then asked to leave for the day, no money back.
- To be respectful to other guests, cell phones are to be turned off while in the spa. If you must use your phone, please take it outside of the building.
- To ensure a quiet and relaxing environment, please turn off cellular phones and electronic devices at the spa.
- To ensure privacy and tranquility for all guests, mobile devices should be turned off prior to entering the locker room. Mobile phone usage is not permitted in the spa.
- To maintain the serene environment of the Spa, guests are asked to kindly place all cell phones on silent and keep them in their lockers.
- We are a device silent zone.
- We are a freedom zone. Free from cell phones, smoking, pets and disquieting conversation. Please silence all electronic devices-tune out to tune in.
- We ask for all cellphones to be turned off while clients are in the spa for the enjoyment of all guests.
- We ask guests to refrain from using photography and or cell phones in the men's or women's areas if they need to utilize their phone they are welcome to step outside of those spaces to do so.
- We ask our guests to refrain from cell phone usage and silence their phones.
- We ask that a customer's cell phone be kindly turned off or switched to silent before heading back to their service.
- We ask that all cell phones be turned OFF during their stay with us.
- We ask that all clients turn their cell phones off prior to entering the spa area. We also have a Zero Tolerance Policy for our staff when it comes to cell phones. We do not allow cell phones to be used anywhere in the spa when it comes to our staff.
- We ask that all devices are silenced within the Spa treatment area.
- We ask that cell phones are turned off to truly help the relaxation process. If guests want their cell phones with them we just ask that the ringer is off.

- We ask that guest do not use their cell phones in the treatment rooms or in our relaxation sanctuary. We do however have an area where they are have access to free Wi-Fi and charging stations.
- We ask that guests leave their cell phones on silent in their lockers during their time in the spa. We are currently trying to figure out how to better communicate and get guests to adhere to this policy.
- We ask that guests NOT use their cell phones and to please turn them off while in the spa so as not to disturb others relaxation.
- We ask them to sign a statement acknowledging our zero cell phone policy.
- We discourage cell usage in the spa facility and our treatment rooms. Should the need for a guest arise to use their cell phone during a visit in our facilities, we ask the guest to step outside. Should the guest be in need to take an urgent call while in service, the service provider will step out until the guest finishes their call.
- We do not allow any cell phones in our spa generally, if they require bringing their cell phone it must be turned off.
- We do not allow cell phone/tablet use in the spa to ensure the best experience for all of our spa guests.
- We do not allow electronics in our Spa.
- We do not allow guests to talk on their phones while in our facility, but instead ask them to step outside in order to take a phone call. We do allow them to use their phones, but in a quiet manner and without disturbing other guests.
- We do not permit cell phone conversations in the treatment areas of the spa. If a guest is talking on their phone, we'll point to the sign asking guests to refrain from conversation and will direct them to the retail area to complete their call.
- We do not promote to our guests to use mobile in the spa. In reception area they can use in slow voice but in treatment room and the facilities is strictly prohibited.
- We encourage the limited use of cell phones in order to appreciate the calm environment our guests appreciate.
- We have a notice on our website and a sign in 2 different locations in our spa that say to please turn cell phones off or leave them at home.
- We have a sign in every room to put in silence and every therapist tells the guest before the treatment.
- We have a sign posted that simply asks them to put them on silence or turn off.
- We have posted signage that cell phones may not be used in relaxation areas or treatment rooms.
- We have signs posted in the quiet/treatment room area stating "For the respect of other clients this is a No Cell Phone Zone."
- We simply advise our guests at check in that cell phone use is not permitted and explain that it is for the enjoyment and relaxation of our guests.
- We strongly suggest via signage throughout the locker room area that our guests relax and leave their cell phones in their lockers or if they need to use them to have them on silent.



- Website and treatment menu states no cell phone use within the "need to know" section. Professional wall signage throughout the spa stating — "For the consideration of other spa guests please refrain from talking on cell phones."
- When guests check in, before a concierge walks them back, we ask that they please place their cell phone on silent or vibrate. Guests also are not to talk on their phones in the presence of other guests or during their treatment.
- [www.twobunchpalms.com/spa/day-spa-visitors](http://www.twobunchpalms.com/spa/day-spa-visitors)
- Your cell phone and mobile devices should be turned off — and kept off — while in the spa. For your convenience there is a phone available at the front desk at each location and our staff will gladly take messages while you enjoy your spa treatment undisturbed. You are welcome to engage in quiet conversation in the lounge as long as it's in a soft tone. Sexual advances, comments or innuendoes toward our staff will result in immediate termination of treatments without refund.

### Does your spa have a formal employee policy for cell phone usage?



### Respondents were asked to provide a brief overview of their employee cell phone usage policy and/or provide a web link to the policy. A sample of responses provided is below:

- All cell phone use is limited to when the associate is clocked out, this includes viewing or sending text messages. All cell phones must be kept in the associate's locker. If you have a special situation that needs consideration, see the Human Resources department. The hotel will not be liable for the loss of personal cellular phones or personal pagers brought into the workplace.
- All cell phones are to remain in the staff room on silent mode. Cell phones are not permitted in the spa.
- All cell phones must remain in your car or put in our safe at the front desk, any employee caught with a cell phone anywhere in the spa will be disciplined and may result in loss of employment.
- All cellular devices are to be stored in their employee issued lockers for the duration of their shift. They may be used on break or lunch only.
- All employee cell phones must be kept in the break-room on silent during work hours. Cell phones are not allowed in treatment rooms during guest sessions.

- All mobile devices must be locked in associate locker. May only use mobile in associate cafeteria.
- Associate owned hardware (cell phones, laptops, netbooks, e-readers, tablets, PC's, or other similar devices) may be allowed for use in company designated "Associate WIFI" break areas. Such as the associate cafe, and spa dispensaries; associates should not be carrying these items on their person while at their work station.
- Associates should therefore limit the placing or receiving of personal calls to non-working hours and inform friends and family that they will not be able to receive personal calls at work. Associates will not be called away from their workstation to answer personal calls except in the case of an emergency.
- Can use it and keep it only in the break room.
- Cannot be used in client areas.
- Cell phone presence is strictly prohibited in the massage treatments rooms and corridors that link these rooms. An employee may have a cell phone stored in their locker, but it must be on silent and may be checked periodically in a manner that doesn't affect their performance.
- Cell phone usage is prohibited while employees are clocked in. Service providers are prohibited to carry their cell phone while in service.
- Cell phone use in public areas is prohibited. Cell phone can be used during resting hours on predetermined areas.
- Cell phones are not allowed in treatment rooms or in client areas. In the case of an emergency, an employee can step out of the spa to receive or make a call.
- Cell phones are not allowed on the floor of the spa and are supposed to be left in personal lockers. If a person has an emergency they can keep their phone in the manager's office to check it between appointments.
- Cell phones are not allowed to be in the massage rooms or at the front desk. They must be kept in the break room.
- Cell phones are not to be used for personal or business reasons in front of clients.
- Cell phones are not to be used whilst rostered on in any shift within the centre. They are to remain in staff lockers set to silent mode.
- Cell phones are to be left in cars for entire shift. Manager numbers can be given for emergency situations.
- Cell phones are to be out of sight while at work.
- Cell phones may be on their person, but they are to be on "do not disturb" mode and never in the eyesight of guests.
- Cell phones may not be used in guest-facing areas.
- Colleagues are not permitted to utilize or carry a personal mobile device on them while on-the-clock under our employ.
- Directors/Managers/Supervisors may have their cell phones on them at all times to ensure timely responses to emails and such. Spa front line and service staff are not allowed to have their cell phones/tablets exit the staff lunch room area however, they are allowed to use their cell phones or tablets in the staff lunch room during their breaks.

- Employees are allowed business cell phone use (checking their schedule online) but in privacy, either in break rooms, or treatment rooms when no client is present.
- Employees are allowed to be on their cell phones when not with guests or in services.
- Employees are not permitted to have their cell phones at their work stations.
- Employees are permitted to utilize their cellphones only in areas in which clients are not present. They are allowed to use their cellphones once all other work is completed.
- Employee's cell phones are to be kept in the office and cannot be on them at any time during their work day. They can use them when they are on breaks, etc. only. As our office is also the dispensary, etc., phones are to be kept on silent.
- Employees may use their phones in the break room only. Front desk employees may have their phones on them at the desk as they do need to text employees at times. Other employees may only keep their phones in the breakroom on silent.
- Employees may utilize their personal cell phones in the employee's dining room or off property. No cell phone should be visible to guests at any time.
- Employees must have their phones on silent at all times while in our spa. they are never allowed to have them in guest areas, which includes in their pockets. If they are found violating this policy, they do receive disciplinary action.
- Employees cannot use cell phone on the sales floor.
- If you are hourly you must click out to use your phone. Otherwise, no cell phones on the floor.
- No cell phone usage at any time in guest areas. Phones are to be turned off or on silent in the treatment rooms and out of guest site. They cannot be visible in the technician's pocket either.
- No cell phone use at work stations. Very difficult to control.
- No cell phones allowed on your person during your scheduled work time. They should remain on silent in our break room during your shift.
- No cell phones allowed unless they are using the mobile app.
- No cell phones in treatment rooms!
- No cell phones in treatment rooms, or any work areas. No cell phone use in front of guests. Staff must use staff lounge to go to their car during break.
- No cell phones may be in the Spa building — due to distraction of the Team Member, and the safety of our guests.
- No cell phones on the salon floor unless you're using as a look book.
- No cell phones to be used during services; clocks are provided in treatment rooms for time-keeping and pacing purposes. All phones must be on silence, not vibrate.
- No cell-phone use in guest areas (even if used as clock). Emergency calls should be directed to spa management who will find respective employee.

- No employee except for management are allowed to enter the hotel premises with actual cell phones; the employees can "check in" their cell phones and have them returned at the end of their shifts.
- No use of personal cell phone usage, only during breaks.
- No use of phone or electrical device at all whilst at work only on scheduled breaks.
- Not permitted to be used in the presence of guest interaction. Cannot talk on phone in break room though can text or use Wi-Fi.
- OBJECTIVE: To help nurture a natural and peaceful environment for guests of the Ojai Valley Inn & Spa by avoiding unwanted noise that might disturb the guest experience. To prevent OVI&S associates from using company time and systems for personal use.

#### POLICY OVERVIEW

*Company Cell Phones:* The Ojai Valley Inn & Spa has invested in a number of cell phones for select associates for purposes of communicating in an efficient manner.

- All cell phones issued to OVI&S associates must be approved by their EOC member and resort controller.
- Use of these systems for personal use is prohibited.
- Cell phones must be used out of the range of guest hearing whenever possible.
- Cell phones must be set to the "vibrate" option to avoid creating a disturbance when called.
- Associates who are issued a cell phone must sign a user agreement available through the accounting office

#### *Personal Cell Phones:*

- Not allowed in guest operations areas or in work areas. It is permissible to leave a personal cell phone in an employee locker. It is permissible to use a personal cell phone while on break but only in the designated break area, never in a guest area or work area.
- It is not permissible to use a cell phone while "clocked in" in any work area or guest area, or while on property in view of guests, for calls, texts, pictures, games, or any other phone capability as this is misuse of company time and not in standings with OVIS culture or standards.
- Olavine Spa employee phone policy: staff can have their cell phone as long as they have them on airplane mode — you can use your cell phone to play your music for your treatment.
- Only in employee lounges.
- Our employees are to keep their cell phones in their lockers. They are not permitted in public areas of the spa. We provide our Spa Care Experts with iPads which gives them access to information they need throughout their work day.
- Personal phones and smartphones are only allowed during break times when the employee is off the clock. Devices should not be on the employee's person when they are on the clock.
- Prohibited: Making or accepting personal telephone calls, including cell phone calls when on company business; except in cases of emergency or extreme circumstances.
- Simple — cell phone usage is not tolerated.

- Suggested Guidelines for all cellular devices:
  - Use a hands-free set such as a Bluetooth when available.
  - Use features such as speed dial and voice-activated dialing.
  - Place calls when you are not moving or before pulling onto the roadway.
  - Cellular phones should be placed where they are easy to see and reach.
  - Do not use cell phones in heavy traffic; allow voice mail to pick up.
  - Do not use cell phones in counties/jurisdictions or school zones which ban cell phone use while driving.
  - Keep conversations short; avoid unnecessary calls.
  - Pull off the road into a safe area for parking when taking notes, looking up information or during an involved conversation.
  - Special care should be taken in inclement weather or when the employee is driving in an unfamiliar area.
- The associate is only permitted to use their cell phones in two authorized locations; the associate break area (outside banquet hall) or outside the associate entrance. Cell phones are not to be used while in the employee cafeteria.
- The phone needs to stay out of view, but they are able to use it as long as there are not guests around.
- They are not to have cell phones at customer service interactions. (Front desk, call center, treatment rooms, relaxation lounges, wet rooms, fitness center, pool, locker rooms.)
- They just can't use them! When employees are on a break they can step outside to use their phones. If an employee has small children they can leave the phone at the front desk and the receptionist will come and get them.
- This one is trickier. We ask that all cells be left in the employee's locker during work hours and only used on break. For most therapists, it works, but, attendants often keep their phones in the dispensary, which is against policy.
- We do not allow electronics to be on during work time. We have a designated area away from the Spa for employee cell phone, electronics use.
- While in the office, we ask that employees exercise the same discretion in the use of personal cellular phones as is expected for the use of xxxxxx's phones. Excessive personal calls during work, regardless of the phone used, can interfere with productivity and be a distraction to others. Employees should restrict their personal calls during work time. Employees are asked to make any other personal calls on non-work time when possible and to ensure that friends and family members are aware of the xxxxxx's policy regarding personal calls at work. Flexibility will be provided in situations which demand immediate attention.

- While out of the office, we ask that employees use the following guidelines in the safety and use of cellular phones. Employees whose jobs involve regular or occasional driving and who use cell phones are expected to refrain from using their phones while driving. Safety must be your first priority at all times. Regardless of the circumstances, including slow or stopped traffic, employees are encouraged to pull to the side of the road and stop the vehicle before placing or receiving a call. If receipt of a call is unavoidable and pulling over is not an option, employees are expected to keep the call brief. Under no circumstances are employees allowed to place themselves in danger to fulfill business needs. Employees who are charged with traffic violations resulting from the use of their phone while driving will be solely responsible for all liabilities that result from such action.
- Zero Tolerance. No employee is allowed to have their cell phone or any mobile device on their person in the spa, and they are not to use it within the spa either.

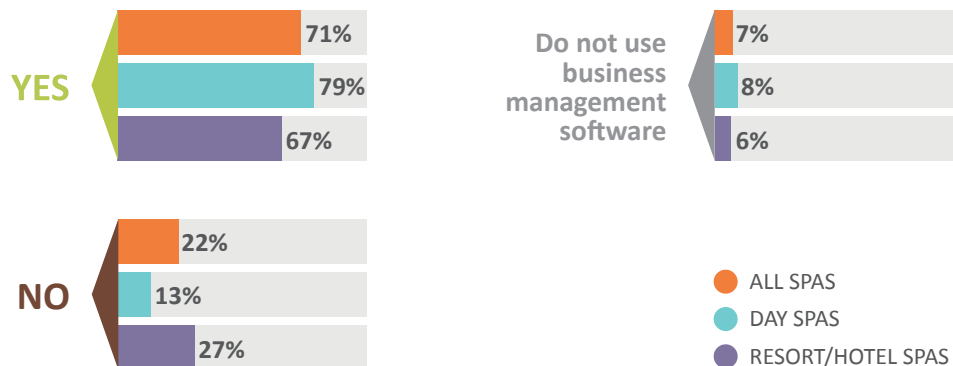
**Does your spa use software that allows employees to access their work schedule/appointments via their mobile device?**



Respondents were asked to identify the software they use that allows employees to access their work schedule/ appointments via their mobile device. Their responses included the following:

- ADP payroll system.
- Book4Time.
- Booker.
- Booker. Only concierge have this ability. We do not allow therapists this access.
- Genbooks.
- Hotschedules.
- Hyatt Connect; Work Management System (WMS).
- Internal scanned.
- ManageMySpa.
- Millennium by Harms.
- MINDBODY.
- MindBody Express.
- Polycom- phone with voice recording of their schedule.
- Reservation Assistant.
- ScheduleAnywhere.
- Schedulefly.com.
- Spa Booker. Though it has the feature we prefer not to use it so staff are always prepared and on time for last minute bookings.
- Spa Concept.
- Spa Soft.
- SpaBiz.
- Spa-One.
- STX, using their iPhones.
- We email our service providers a nightly report with an attachment that shows their current appointment bookings and times for the following work day.
- We hired an outside programmer to build a program for us thru the web.
- We provide our Spa Care Experts with iPads which holds our Elmtablet software and scheduling information.
- WhenToWork.com; but only for work schedules, not appointments.
- WhenToWork.com
- Work day.

Does your spa use business management software that is specifically designed for the spa industry?



## How long has your spa been using the current version of its software?

	ALL SPAS	DAY SPAS	RESORT/HOTEL SPAS
Less than 1 year	11%	10%	9%
1-2 years	21%	18%	20%
3-5 years	29%	31%	28%
6-8 years	19%	22%	20%
More than 8 years	21%	18%	24%

Respondents were asked if they could add any one new feature to your spa's business management software, what it would be. A sample of responses provided is below:

- A user friendly app for managers and easier online booking for clients.
- Ability for techs to view their schedule at home.
- Ability to book appointments online.
- Able to sync with social media and better reporting (retention, retail penetration and client rewards).
- Access and book appointments through mobile devices (tablets) to reduce the need for computers. Have the ability for the team to access schedules on their own. The ability to customize reports. More Customizable client files. The ability to create a service ticket without having to put in on the schedule (for returns, additional gratuity etc.).
- Better retail tracking — reports to show more details on client's buying habits!
- Auto delete of all the old proves, services, packages due to poor data management.
- Automatic priority booking based on specified criteria.
- Better group booking functions a la Spa Soft.
- Better integration with different browsers (Chrome, Firefox, etc. . .) and different credit card swipers and receipt printers.
- Better marketing tracking and reporting.
- Better note system. . . a way to have all historical and current notes attached to appointments so you can see what is going on with client.
- Better synchronization with other systems we use.
- Daily drawer reports that work.
- Detailed booking history of each appointment — meaning, every time it is updated, moved, etc. . . the system would track. We would then be able to coach staff better regarding reservation errors.
- Digital marketing tools.



- Ease of online booking and a schedule that could be viewed online by our staff.
- Exporting reports to graphs of visuals.
- Facial recognition.
- Faster functionality.
- Fix some of the glitches like the block time, and it freezes on each computer multiple times per day.
- Highlight retail items that fall below re-order numbers and email the manager performing purchasing.
- Hours Productivity report.
- Integrated intake forms.
- Integrated to online store.
- Internal connection to our hotel rooms management software.
- iPads to be used in our conservatory area to help facilitate guests.
- Mobile app and online booking.
- More analysis.
- More client database and reporting options; I have plenty of information at my fingertips about our services and providers however am lacking the ability to learn as much as I can about the clients habits — return rates per client, retention for specific services based on age/gender, zip-code/radius search, etc. . .
- More detailed reporting modules.
- More employee breakdowns that include service, revenue, and scheduling.
- more marketing.
- More simplified windows-based functionality.
- More specific guest tracking, services specifically. Or the ability to single out specific guests for mass email e.g. Members only.
- Offsite ability to check schedule.
- Online retail.
- Online appointment booking.
- Online booking and ability to manage more than one location from one dashboard.
- Online booking. It is prevented by our company though, not the software.
- Online retail & gift certificate engine.
- Our software should be able to filter the qualified therapists as soon as we select the treatment that we are booking.
- Packages that can have dollar amounts or credits.

- Send text messages to clients about events new products etc.
- SMS messaging, digital intake and digital record keeping.
- SpaSoft offers online booking, however, we do not have the version. It is not price friendly.
- Staff remote access for checking schedules.
- Texting confirmations, schedule viewer via mobile devices, scheduling online.
- That clients soap notes could be scanned and attached to their client info. To eliminate the use of paper and files.
- The ability to calculate revenue per guest — not per service.
- The ability to look at and manage the books from home online.
- To find all the local vendor and international vendor spa related with their complete info.
- We are adding it, the online booking and the iPads for remote booking. Additionally I will be able to access the books and reports from home.
- We should be able to turn on and off to pay commission for free (comp) services.
- Yield management that can be manipulated for our needs. And, historical reports against real time reports for comparison. For example, how many guests were booked in the spa on July 2, 2014 (or for any future period) as of June 19th, 2014 — compared to June 19, 2015? What was the revenue at that time?

**Please describe any new technologies incorporated within your spa within the past year and how they have impacted your business.**

- A security camera for the retail area. It's too new to know its value or usefulness yet.
- Added Booker.com to track treatments by therapists, track retail sales trends, allow clients to book online. Still analyzing the impact, but so far results are favorable.
- Body Bliss.
- Building Facebook followers, Twitter, Instagram website.
- Business negatively impacted by change in server, software upgrades; have not been able to book online for two months.
- Chip and Pin signature for credit card processing — seems less secure and more of a process to make payments.
- Dropbox has been a dream come true to coordinate all of our properties to be incredibly consistent — clearly just a back of house thing but it has helped us immensely with policies, consistency, etc.
- Email confirmations, email thank you notes with link to comment cards, email 24 hour reminders.
- Employee e-blasts. It has promoted a sense of community and opened communication.
- Enhanced phone system.
- Fitness videos via iPad. Gift Certificate purchases online increased gift card sales \$75k.

- Headsets for front desk helps with bio mechanics and keeping hands free.
- Hydra facial- attracted more first time facials curious to try it out.
- Implementation of mobile friendly website. Given that 60% of our website visitors were using a mobile or tablet device prior to our website conversion, we have seen a 300% increase in Average Session Duration after we converted our website to a mobile friendly platform.
- Integrated business management software to all spa locations.
- iPads in the treatment rooms to play music selected by guest.
- Micros on iPad to take spa cuisine orders in the spa, by our staff and not restaurant staff.
- Mobile app has been great for us. It's real time and we can offer last minute specials to drive revenue.
- Mobile App, has increased online scheduling request, and also minimized the need to remind members of their next appointment.
- New reservations software program.
- New software program, new fitness equipment that is more interactive with devices.
- None at this time. We can hardly wait to get digital friendly.
- Online booking seems to be a nice feature for travelers that mentally are in different time and are awake when our facility is not open.
- Online booking has had a positive impact by reducing inbound call volume.
- Online booking: We now receive approximately 5 additional appointment requests per day via online requests.
- Our rooms have an iPad in lieu of a compendium in the rooms and guest can order spa service.
- Pandora music — has been great to provide variety and doesn't have commercials.
- Polar Flow — Cardiovascular Heart rate intensity monitoring.
- Resort Suite.
- Samsung Galaxies are checked out by therapist and used to review intake forms, health history, special notes on clients, and communicate with front desk.
- Spa brochure on iPad at the Spa reception.
- Text appointment reminders vs. voicemail. Much better reception from guests to text rather than voicemail.
- The Loop is a centralized information station (intranet) that can be accessed on any computer in the spa. It is up to date information and goes on for the staff to reference. We changed payroll systems to Paycom which allows us to require all time off and schedule changes to go through Paycom and managers must approve through one system. No more paper requests.
- The only technologies that have been added are wireless internet in our Poolside Cabanas.
- The staff can see their daily appointments in 'real time' on a computer station during working hours.

- Updated website to increase user function online and on mobile devices. More online scheduling.
- We added a computer to the employee dispensary to allow the team to access their schedules. This makes everything run more smooth and efficiently. Add-on's/ changes/cancellations are seen sooner and overall everyone is happier.
- We are working with our current booking system to maximize their new technologies. We have added text message and email confirmation which ensure all our guests are receiving the proper notification to ensure they are aware of the day and time of their appointment.
- We created an app for customers through Booker. It has been nice, but I don't think it has really caused increased bookings.
- We have a mobile app that allows guests to manage their accounts with us.
- We have a staff Facebook page that is highly utilized by 99% of the staff. It was developed after a staff request of more communication. We use it for spa updates, current promos, congratulating staff on completing a training, celebrating birthdays and anniversaries, posting fun photos and inspirational or educational posts. It's been a huge success among the staff helping to build the team and create more cohesiveness.
- We have been using our elmtablet software for many years. We continuously enhance the software to address our staff's needs and improve communication.
- We have gone green to save on paper therefore we have an iPad stand where walk in guests may use to look at our website and our detailed descriptions of our spa services. We are working towards having no paper brochure and instead we have a business card with a QR code that directs them to our website directly.
- We have iPads in the room where guests can request appointment times with us but they don't actually book real time. This has increased our ability to receive requests by other means other than phone calls.
- We implemented CRM email management with SpaSoft through Digital Alchemy to provide confirmations of appointments and cancellations. We are continuing to provide clients also with personal phone call reminders to maintain the person-to-person relationships with clients and our team.
- We implemented Demand Force Marketing for online booking, email and text confirmations. It has made a very large impact.
- We installed a new spa booking system which has made scheduling and checking out guests more efficient and quicker.
- We integrated our mobile website and added electronic gift certificates to our desktop website, both have positively impacted our business in search and GC revenue..
- We launched tablets in the spa. So guests can read spa menu, spa video and can see the images etc.. while relaxing in relaxation area as well in reception area.
- We now have a mobile app available for free download to smartphone users, creating an even easier way to schedule appointments while they're on the go!
- We offer iPads with the Next Issue app in our salon which has had a great response from guests.
- We started using dropcam which has helped us to see when the front desk is busy and send someone from the back to assist. It also helped in a security matter with theft.
- We will be updating to use iPads for booking and check in/check out as well as adding online live booking soon.

- Web bookings, social media management group.
- Wi-Fi — it's helped with guest satisfaction for those who like to check email or use their iPad during their appointment.
- Wi-Fi is available. Resort and Spa information available via iPad display in Spa lobby. Online booking requests. The impact to our business is guest satisfaction and convenience.
- Wrote entirely new computer program Inc for gift certificates so we do not pay an outside source for either computer program or gift certificates.
- Zyto — computer generated body scanner.

**Respondents were asked if they could purchase any one new tech device or tech-related offering for your spa, what it would be. A sample of responses provided is below:**

- A concierge software to organize and customize the member experience.
- A mobile application of the software that would be compliant with our company IT security measures.
- A mobile device such as a tablet with software that lets you access and address equipment issues, maintenance issues, instant communications from front of the house to back of the house, and access to Spa Guest Folios that link into our Hotel Guest Folios.
- A new booking software.
- A new software system as ours is antiquated.
- A new system for music. It is hard to find a cd that does not skip so it would be nice to have spa internet radio or iPod/iPad in the treatment rooms to select music.
- A self check-in kiosk.
- A tablet for accessing spa scheduling screen to be able to book guests from other locations in the hotel.
- Already doing it — new spa centric software that actually integrates with all the other activities in the resort.
- An automated filing service. We seem to lose a lot of client cards and no matter how many times we re-arrange the filing cabinet, we still miss cards from clients that were there a week or so ago.
- An electronic health history form that could be completed online or on a mobile device at the client's home or at the spa, then synced with Booker so we wouldn't have paper forms to scan and shred.
- An iPad for easier mobile booking and ability to showcase photos and amenities.
- An iPad for each guest seat (like what you see in the airport), but some that you can actually surf the internet.
- App to let guests book appointments.
- Automatic check-in and checkout if desired.
- Charging stations for our clients.

- Cloud based software to be able to look at the schedules of all locations and book for clients elsewhere if we are full.
- Easier retrieval of e-mails collected for direct focused marketing.
- Electronic charting for all clients (members and guests).
- Electronic intake process.
- Guest optimizer system to track repeats.
- HydraFacial Hydradermabrasion System, we'd like to offer this service.
- I like some of the customization apps that some companies are coming out with. Companies like Body Bliss and phia have a nice questionnaire that guests can do to help create a custom scent for their personality.
- iPad accessibility for practitioners.
- iPad to check in and have guest electronically sign in. Saved on paper and would allow them to sign up for any enhancements before the service begins.
- iPads for all the rooms.
- iPads for clients.
- I would like to have a check-in program were the guest checks-in and a waiver appears and then after they sign all the questions they sign on the screen (tablet) also lets them know of last minute promotions like you can upgrade your massage by booking now a facial for 50% (knowing that we have an aesthetician available) and probably we will not be able to sell the service in one hour).
- I would purchase iPads/iPods for all of the treatment rooms to allow therapists to seamlessly change treatments or add enhancements without leaving the room.
- Immersion screens for treatment rooms.
- In room customized music.
- In suite iPads so guest can have more access to what they want/like.
- iPad for all spa appointments, check-ins, and POS. Our computers are really slow.
- iPad standing stations for guests to access spa treatment menu in the spa and throughout the hotel.
- iPads for each room for the practitioners to chart and see their appointments.
- iPads for express guest check-in/out; I think this would improve their experience as well as keep lines shorter at the front desk.
- iPads for in the rooms. This would allow techs current service schedules and we could expand our retail RX program.
- iPad for remote access with our software.
- iPads that link to our software so we can check more guests in/out without bottle-nosing the front desk.

- iPod/speaker system in each treatment room to allow guests to customize their music experience during their session.
- Large screen television for men's lounge/fitness lounge.
- Latest Facial Machine might be Microdermabrasion. To give better facial and to increase our facial revenue at the same time. As well would like to buy software where guest can view spa bookings from their room at the resort.
- Merlin's Magic Wand, it's really a tough go to keep up with technology.
- Mobile app for both staff and guests.
- Music system and spa management software. To enhance guest experience and to minimize manual review assessment in managing the daily operation of the spa.
- New digital lockers for our guests and/or another Hydrafacial machine. We currently use keys, which get lost and look tacky and a digital system would look nicer and help appeal to the more younger/techie generations. The HydraFacial has become more and more popular and we only have one machine, but it would be nice to have another so we can offer two Hydrafacials at the same time.
- New spa booking system. Currently SMS.
- New spa management software.
- New spa scheduling, management and POS system. Ours is weak and we have hodge-podged together everything.
- New spa software. SpaSoft support and features are not supportive of our business needs and currently does not function to our liking.
- Online booking (we are currently looking into this) for flexibility as well as obtaining guest's email address and credit card information to secure appointments.
- Online booking engine and ability to tweet last minute appointment availability.
- Operating system that can accommodate our style of resort.
- Personal music options with headsets or iPads with magazines downloaded to read in our relaxation room for guests to use.
- Personalized sound systems/mood TVs for the nail services to promote relaxation similar to our spa service experience.
- Radio station with microphone in the ear for the employees.
- Retail scanning device.
- Software that was available on a portable device with the ability to check guests in or out from the lobby rather than just at the front desk.
- Software to help monitor guest birthdays and track loyalty and issue reminders
- Something that would automatically analyze treatments/efficiencies/cost of sales, etc., from the booking schedule.

- Spa Soft or Springer Miller Spa Software. These have marketing and tracking components that we don't currently have with our program.
- Tablets for check in and out integrated of course to printers.
- Tablets for health information and intake upon arrival — our software has the feature and we would love to use it!
- Tablets for treatment rooms, this is a great way to incorporate before/after photos into consults.
- Tablets in room on wall to customize music or use them for clients to fill out their client profile.
- Tablets to play loops of special offerings through the spa.
- Tech pager device because we are a bi-level spa and it would make things easier.
- Three iPads for the hotel front desk, spa reception area and spa relaxation area to highlight services, products and specials. More interactive method of viewing the spa profiles and attracting guest to the spa
- To have our medical history forms stored electronically to remove the amount of filing cabinets we require storing them all.
- Treatment room built-in docking stations to allow for personalized music selections.
- Upgrade our software to the on-line version and bring in tablets
- Upgraded music system.
- We currently don't offer online bookings and I would like to offer that as well as have a better ability to utilize e-marketing tools.
- We have the tool — elmtablet. I wish that we had the capital to escalate what it is that we want it to do with it!
- Web based schedules! So that techs and instructors could view their schedules online.
- We're not able to make that decision so we really haven't researched. But we would love to have a more up to date system.
- While I do like the idea of clients being able to check out from any area of the spa, I fear the loss of appointments being made at that time.
- Will be adding individual head phone/MP3 music players in relaxation room to allow specific meditation music to be chosen by client.



## ISPA RESOURCE PARTNERS

Which of the following tech-related options does your company offer? Respondents were asked to select all that apply.



27%

Mobile app



65%

Online retail store for consumers



46%

Online purchasing options for spa clients



35%

iPad or tablet devices used within business operations



51%

Training webinars for spa clients

Does your company have a formal policy for employee cell phone usage?



Respondents were asked to provide a brief overview of their company's cell phone usage policy and/or provide a web link to the policy. A sample of responses provided is below:

- Anyone driving in a car is not permitted to speak on the phone, even if it's hands-free. Drivers must find a safe place to pull over if they need to take a call. This is for their safety and all others on the road.
- Cell phone use is not allowed during business hours for personal use. Cell phones can be used during breaks and for emergencies. Please refrain from talking or keep to a minimum while operating a vehicle.
- Cell phone use is restricted while in the manufacturing area. Cell phone use is only allowed while in the employee break room on designated breaks and not to be carried on you. An employee is required to focus on product production and packaging which reduces the risk of formula and packaging inaccuracies as well as creates sanitary issues. Use of cell phones must not disrupt operation of company business.

- Cell phones are not allowed during shift hours. They can be used freely during break and lunch. Most employees don't even carry them on them anymore.
- Telephones are intended for the use of serving our customers and in conducting the company's business. Personal usage during business hours is discouraged except for extreme emergencies.
- No cell phones at work but very difficult to implement.
- Our company prohibits employee use of cellular phones, either hands on or hands free, or similar devices, for business purposes related in any way to our company, while driving. Employees who violate this policy will be subject to disciplinary actions, up to and including employment termination.
- The employees are not allowed to use their phones, for personal reasons, during work hours.
- They buy the phone and use the best plan to fit the sales person's needs.
- To respect the rights of all employees and avoid miscommunication in the office, employees must inform family members and friends to limit personal telephone/cell phone calls during working hours.
- Unnecessary or excessive personal telephone calls and/or text messaging disrupt the normal flow of work and tie up incoming lines. Therefore, personal calls and/or text messaging should be strictly limited to absolute necessities or emergencies. Personal cell phones are to be turned off and put away during working hours. Employees are permitted a 15 minute break in the morning (11:00 am) and afternoon (3:00 pm) in addition to his or her lunch break to make personal phone calls if needed.
- We need to use our cell phones for work purposes. We do not use our phones while inside the guest area of a spa. We only use for business purposes not personal.
- We provide a stipend to cover this expense.

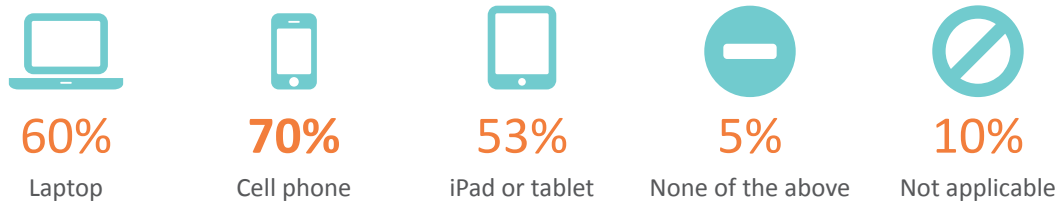
**Does your company use software that allows employees to access their work schedule/appointments via their mobile device?**



Respondents were asked to identify the software used by their company that allows employees to access their work schedule/appointments via their mobile device. A sample of responses provided is below:

- Booker.
- Google.
- GoToMyPC.
- iPhone app.
- Microsoft Outlook.
- NetSuite.
- Outlook.
- PODIO.
- Response.
- Sales Pad.
- Salesforce.
- Trello and Workflow.
- Turnlink.
- Vextra.

Which of the following resources, if any, are provided to your company's sales representatives?



Respondents were asked to describe any new technologies incorporated within your company within the past year.

- 2-in-1 tablets and a client portal.
- Hub Spot/Xero.
- In regards to our spa communications, we've completed our texting platform, as well as the loyalty email program for our spa customers. Our development tends to be needs based geared toward what our customers request, so a new product always leads to stronger customer retention and a tighter guest relationship.
- Mobile apps.
- More social media = more clients.
- New customized software for processing orders, accounting and CRM.
- None.

- Online training webinars have allowed us to provide training to new employees of the spas in a timely fashion. This has cut our traveling time and expenses by 30%.
- Podio is a very affordable cloud based software that is 100% customizable to any business. We run all of our CRM through it, follow up calls, scheduling, sample requests, customer notes, product development, travel itinerary, etc. It's very easy to access on desktops and mobile devices and you can assign anyone in the company a task. When they don't complete their task, I can click on a queue and see who has and hasn't accomplished what they are supposed to. It's the best follow up tool and keeps me in the loop of what's happening with my staff while at the same time not micro-managing them. It's very inexpensive starting at just \$10 per month.
- Upgraded computers and accounting software.
- Use of cloud storage for all educational paperwork, technical information product sheets, MSDS etc. Makes access to necessary paperwork easily accessible outside of the office for sales reps, etc.

**Respondents were asked if they could purchase any one new tech device or tech-related offering for your company, what it would be. A sample of responses provided is below:**

- Big screen in our production area to have all orders and tasks appear on the screen. Easy to read and keeps everyone not huddled around a small screen to know what's next. I was just in a spa that did this and they put their appointments on a large flat screen in the employee back room and they love it.
- iPads. It would be easier to show products and demo videos to clients immediately.
- It would be a laptop. We tried switching to tablets instead of laptops and not all tasks are possible to perform on the tablet.
- Mobile app.
- More portable laptops.
- Our laptops fold and become a tablet so we are good with what we currently have for sales representatives.
- Smart phones.
- Tablets to track inventory.
- Video camera for mini educational classes for our YouTube channel. We currently work with a videographer but would like to be able to record simple videos for retail education as well.