



# SNAPSHOT SURVEY RESULTS REPORT

— *Customer Loyalty and Retention* —

NOVEMBER 2016

## Customer Loyalty and Retention

ISPA Snapshot Survey | November 2016

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and help to 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 September Snapshot Survey requested information from spa members relating to marketing.

When asked which resources ISPA spa member respondents use to monitor customer service for their spa, it was evident that technology plays a key part in their efforts. Eighty percent use customer surveys conducted electronically, 74 percent use review sites like Trip Advisor, Yelp or Google and 62 percent use social media. Some of the tried and true options like feedback cards and secret shoppers remained popular (63 and 61 percent respectively).

Forty-five percent of all ISPA spa member respondents reward and/or recognize the sharing of positive feedback about their spa on social media, 36 percent reward and/or recognize posting a positive review online, while 30 percent reward and/or recognize a customer recommending the spa to others via social media.

Almost half of all spa respondents track customer retention goals (49 percent), while 64 percent of day spa respondents and 41 percent of resort/hotel spa respondents track these goals. Less than half of all spa respondents have a guest loyalty program (41 percent), though this number is greater for day spas (59 percent), and under one third for resort/hotel spas (27 percent). Day spa respondents also reported a lower percentage of first-time visitors to their spa, with 79 percent responding that 1-30 percent of their customers were first-time visitors over the past 30 days. Comparatively, 31 percent of resort/hotel spa respondents reported that 1-30 percent of their customers were first-time visitors over the past 30 days.

Over one half of all spa respondents utilize the following to encourage guest loyalty: birthday gift or recognition (63 percent), discount when booking multiple visits (52 percent), incentive for referrals (57 percent), invitations to special events at the spa (69 percent) and personalized outreach such as thank you cards (65 percent).

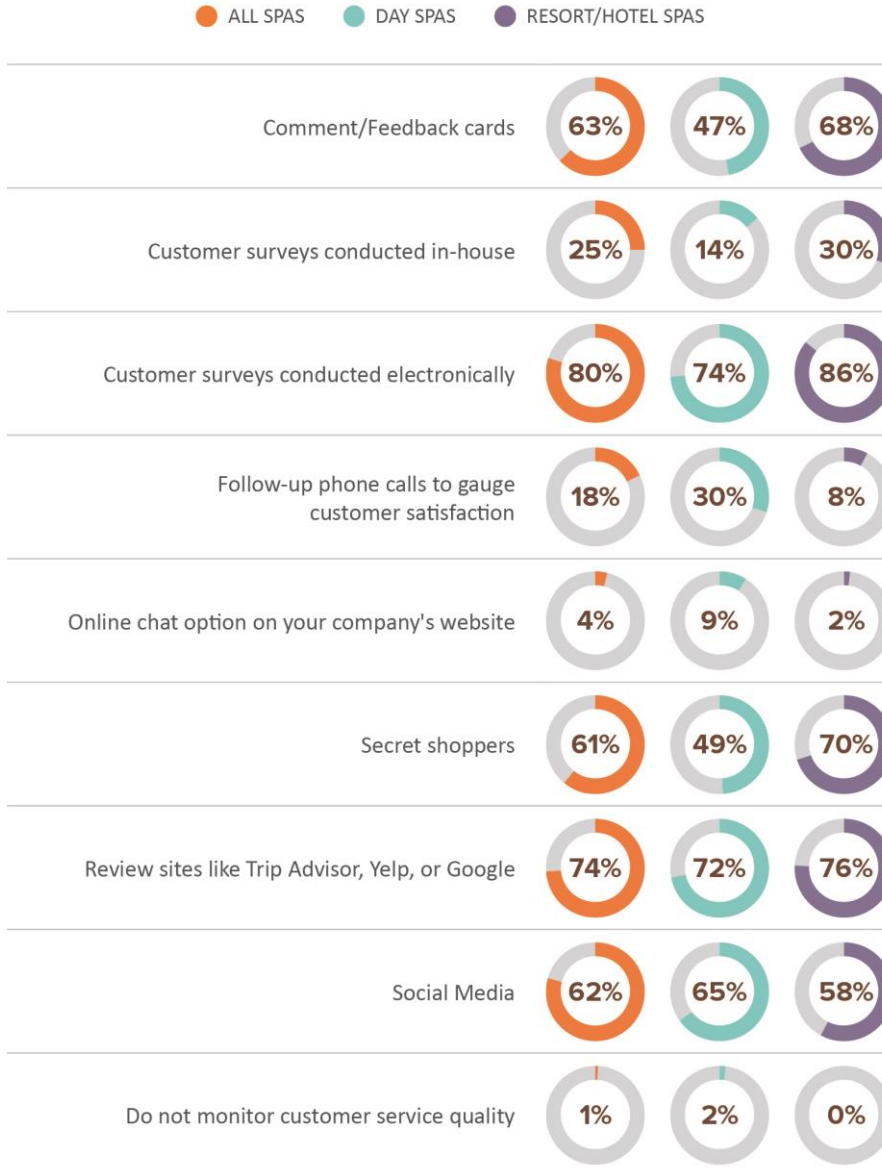
Nearly two thirds of resource partner respondents use follow-up phone calls to gauge customer satisfaction (66 percent), while just under one quarter use customer surveys conducted in-house (24 percent), or customer surveys conducted electronically (24 percent). More than half of resource partner respondents track customer retention goals (60 percent) and reward and/or recognize loyal spa clients (63 percent).

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, November 11, 2016 to Friday, November 18, 2016. During this time, 283 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).

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## ISPA SPA MEMBERS

Which of the following resources, if any, does your spa use to monitor customer service?



**Respondents were asked how they use feedback to encourage customers to return to their spa. A sampling of responses is provided below.**

- A timely response to show we're listening and care about their experience either thanking them if they enjoyed the spa or offering a solution to an issue.
- Address areas of concern or implement ideas.
- And improve what we have to with their observations.
- By contacting customers directly to learn more about their suggestions or complaints in order to prevent similar situations in the future.
- By guests receiving an electronic comment card, ensures we have their e-mail address and they can be placed on distribution list for future offers. (They do have the option to decline after 1st e-mail blast.)
- Complete the survey and enter to win.
- Contact all unhappy to gauge what went wrong and to welcome them back with concession.
- contact guests who score us low and invite them back. thank guests who score us high.
- Contests and giveaways online. Monitor quality.
- Correcting any issues if possible, on a not so good experience. Continue doing things that make our guests happy.
- Data collection and analysis, targeted marketing based on client profile, personalized responses to both positive and negative feedback on social media sites.
- Every negative comment is followed up by a Manager or the GM with a call with a 'guest recovery' option upon their next visit to The Resort.
- Follow up on guest comments that warrant it, positive and negative.
- For guests that take time to fill out our surveys they receive a 10% off coupon for their next visit. If we have unsatisfied guests we will send them a gift card or discount services (this does not happen often).
- Guest recovery issues are addressed through this info.
- If there happens to be an opportunity guest, I personally invite them back to our spa to show them our capabilities. Above all, a sincere recognition of their feedback is crucial. Our guest do find their feedback of value and so do we.
- It gives us the chance to recover negative experiences, coach our teams and improve our service standards.
- Make modifications when needed based on feedback and follow up with customers.
- Monthly educational / informational or Special Offer Campaigns highlighting therapies they noted exceeded their expectations.
- Offer Bounce backs on completion of survey.
- Ratings & positive reviews always help!
- Recognize the areas that we could do better in and improve upon that. Listen to what the guests are saying.
- Share reviews and use Intel to make improvements.
- Specials, offers, new products, etc.
- Taking note of specific compliments or concerns voiced by customers. Use these notes to modify customer interactions and product sales.
- Targeted incentives/promotions.
- Thank them for participating and let them know of future specials. If it is a dissatisfied guest we offer a complimentary return visit.
- Through direct marketing campaigns.
- Through flip we quote guests that love our resort.
- To set up more attractive offers, according with what they are looking for, their needs, their likes.

- We don't use any aspects to encourage return per se. We primary use it to create an awareness of other guests that we want to acquire.
- We follow up if there has been a guest service opportunity.
- We follow up to celebrate our successes and to rectify any issues.
- We follow up with the client via email with future promotional events and offers.
- We follow-up with customers who did not express a great experience.
- We have steps or standards of how this is used; first if we recieve a less then expected in our in house comment cards, the spa director will contact immedialtly the guest in order to have better feedback on the situation and then make sure we can rectify the problem.
  - 2nd step; we have in house premium service who contstaly will walk around the resort and ask guest how is the service over all is there is an issue concerning the spa ththat the spa did not have the information or was not aware the next step again would have spa director contact guest imediaily in order to listen and rectify the situation.
  - 3rd step; if we did not catch them in within the first 2 ocasions an electronic survey is send out in order to recieve feedback
  - 4th step on going mistery shoppers through out the hotel for customer service proper quality service meets our standards
- We offer special deals, comment on their comments, follow up, offer referral deals.
- We pay attention and respond.
- We reach out to both guests who have given great comment cards, as well as those expressing dissatisfaction.
- We reach out to the individuals with an opportunity to enjoy another service if they did not have a positive experience. We also use special offers as a thank you to people who complete our electronic surveys.
- We reply to every trip advisor review. Answer social media and reach out to guests with concerns.
- We respond and/or act.
- We respond to all positive feedback by offering a free aroma and moisture treatment next visit and we respond to all negative feedback by personally talking to the guest and remedying the situation with them then implement any improvements to avoid that situation again on our end.
- We respond to every guest that submits a survey - we will use negative surveys as a tool to find/invite disgruntled guests back to our spa.
- We teach all of our employees about our NPS score and how each person can influence it. We respond to negative client feedback within 24 hours. Depending on the nature of the feedback, we will offer a thank you, an upgrade on a future visit, or a comped service.
- We try to recover and provide resolution to any guest reported issues.
- We use Demandforce that sends automatic customer feedback and bounce back offers set by our perimeters.
- Well, we try to fix anything wrong.

## Which of the following customer actions does your spa reward and/or recognize?

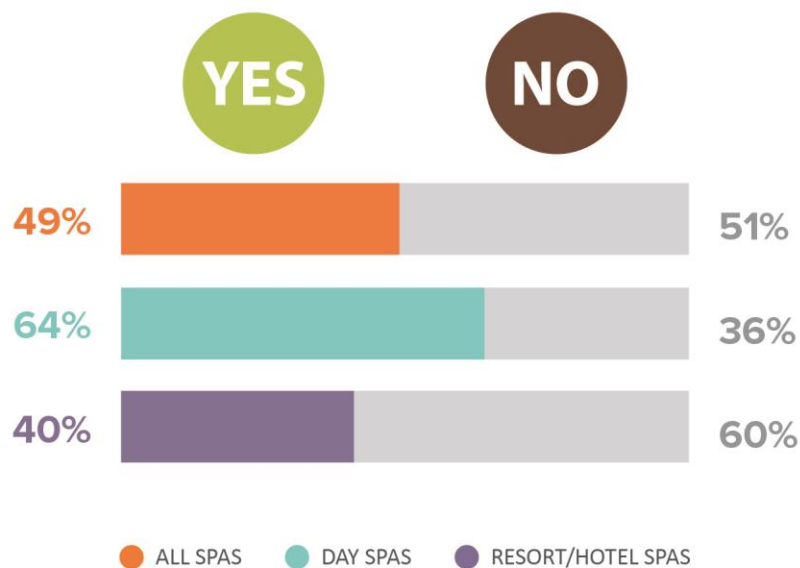


**Respondents were asked to describe any unique ways their spa is recognizing customers who positively share feedback via social media and/or online reviews. A sampling of responses is provided below.**

- Clients that fill out our internal survey post-visit are entered into a monthly drawing for GCs.
- Contests on liking and sharing posts for prizes.
- Day Makers. If we made your day please let us know. We put up a day maker sign with a feedback box.
- Discount or gwp on next visit.
- Future discounts.
- Giving the a complimentary service in their next visit. A retail product gift so they can recreate the spa experience at their own home. A free pass to the hydrotherapy and amenities to them and other person.
- Most guests are very happy with the personal touch of an actual phone call rather than an email.
- No program currently.
- Percentage off of next visit.
- Referrals receive additional points on our loyalty program.
- Reply to feedback.
- Resort credit for flip to reviews.
- Reward with extra perkville points.
- Sharing our guests comments with all staff with their arrival information to welcome them.
- This is a very important focus. Our current lack of proper software database and tracking for spa specifically has made this a recent challenge. We could improve greatly in this area.
- We are not at this point.
- We are sure to write a personalized response but do not reward them by way of a discount, gift or anything along those lines.

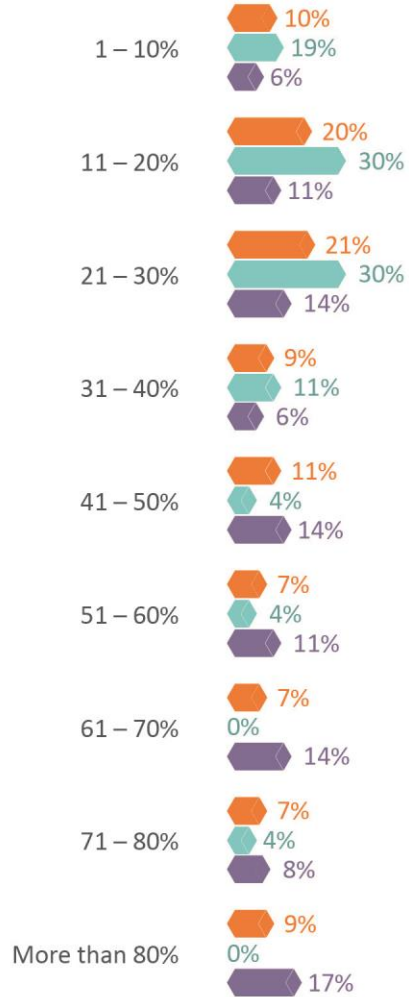
- We have an outside agency that follows up with customers who positively share feedback and thank them.
- We just opened and all of feedback has been spectacular. Our gratitude is posted online by our Dir of PR and Marketing for great feedback and shares!
- We offer \$25 for our associates if they are mentioned positively on Trip Adviser.
- We offer a free yoga class or discounted yoga membership when they check in at the yoga studio. We offer spa guests a complimentary enhancement to their next service.
- We offer guests a special offer (\$ off next visit) if they post on flip.to.
- We periodically run promotions for guests to like & share our page and we give them 10% off any service.
- We respond and thank guests who post positive reviews on social media and on sites such as TripAdvisor, Yelp, etc.
- We thank them for sharing and welcome them back so they know we appreciate their business.
- We thank them, no incentives are used.
- While we always thank customers for their feedback the essential response is to the staff that served them in recognizing their efforts or coaching them when the feedback is less than positive.

### Does your company track customer retention goals?



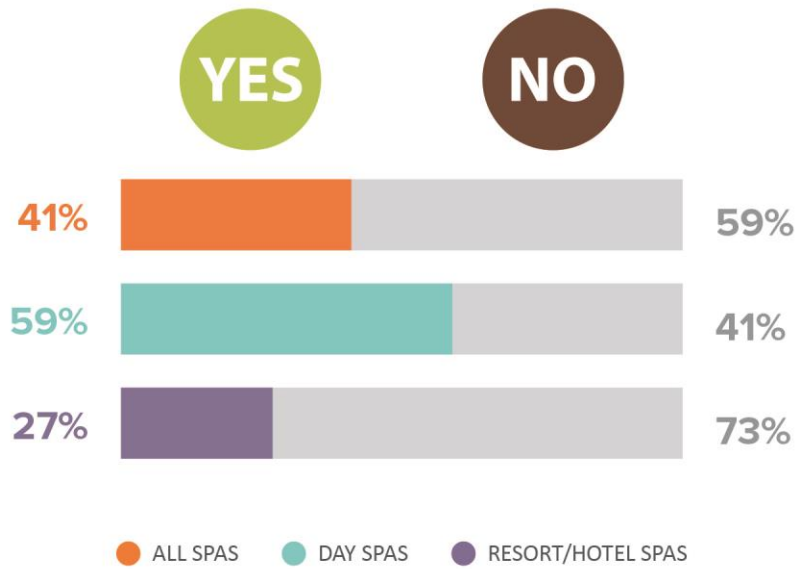
Within the past 30 days, what percentage of your spa's guests were first-time visitors?

● ALL SPAS ● DAY SPAS ● RESORT/HOTEL SPAS

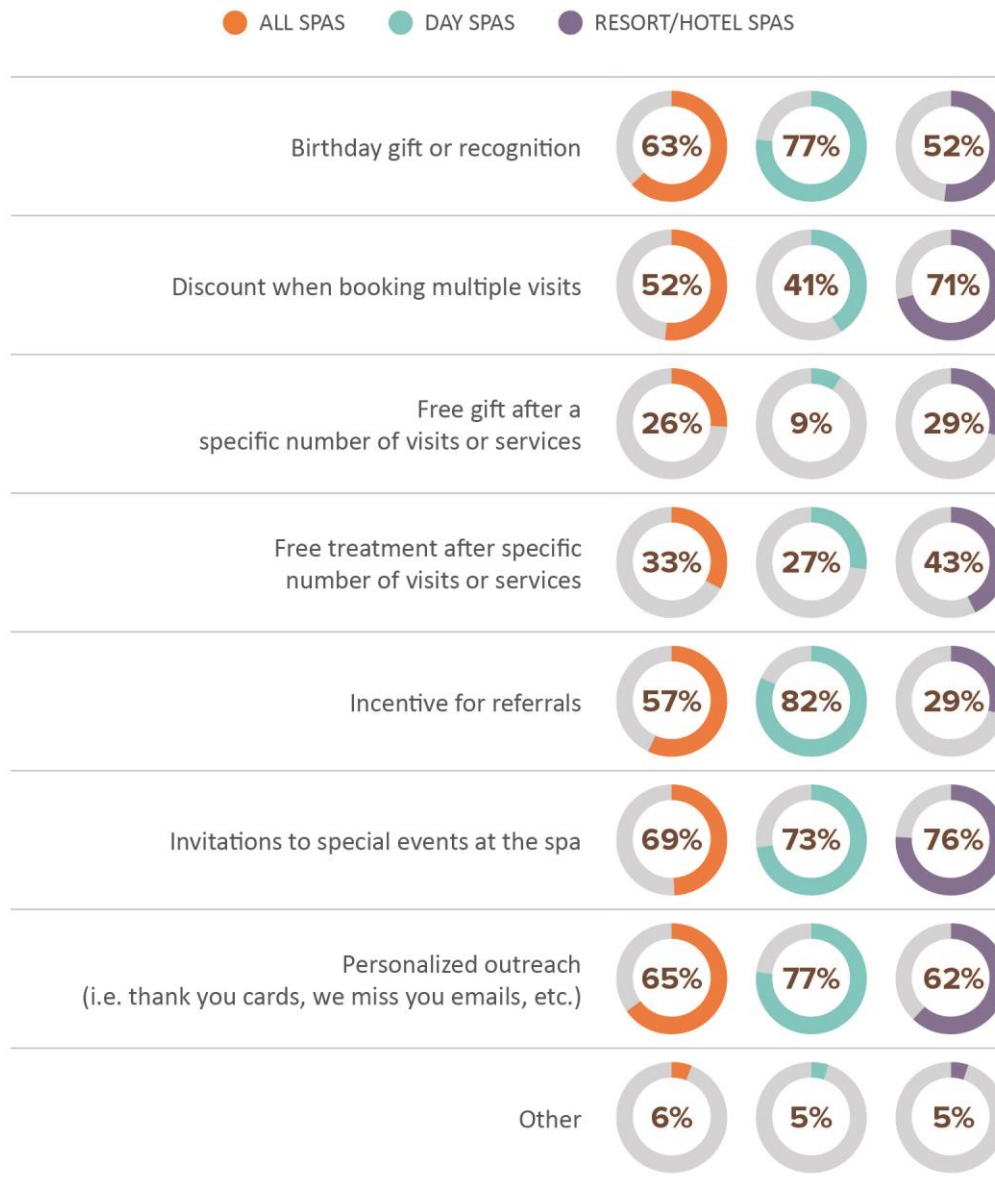




Does your spa have a guest loyalty program?



## Which of the following does your company utilize to encourage guest loyalty?



Respondents were asked to describe the structure of their spa's guest loyalty program. A sampling of responses is provided below.

- Birthday/rewards program. Any guest that has been here the previous year with a minimum spend, gets a birthday certificate during their birthday month to use at our property.
- Complimentary 30-minute manicure or pedicure when booking and paying for a new series of facials on the day of your final treatment. Purchase a series of four facials receive the fifth free. Local clients receive points for spending in spa, retail and food and beverage that can be redeemed in any of our outlets.
- For an extremely select group of individuals, that are highly loyal (multiple visits weekly).
- For every 50,000 points you earn, you'll receive a credit worth \$40 to spend on services, products, or gift certificates.
- For every dollar spent we put a percentage back on the guests account.
- Gaming rewards card. Five to 20 percent discount on services and retail and bonus points to use on anything in casino.
- Gifts and/or recognition are presented upon return visits such as birthdays and anniversaries. Thank you for choosing us for your getaway are encouraged in every department.
- Once a guest makes four visits, they become a loyalty member. As a loyalty member, they are entitled to a number of perks.
- One point per dollar spent; Spend \$2,000 receive \$250 free towards spa services or retail.
- The loyalty points may be used by the guests towards the purchase of services, retail product or gift certificates.
- These are 80-minute services only and extend special pricing to our members that have been part of the club for over 10 years. Only the Spa Director has authority to allow this special.

This program awards members that meet the following criteria:

1. Consistently books a facial or massage service every two weeks or more.
2. Consistently books a facial or massage service 10 months out of the year.

Privileges:

1. This program acts similar to purchasing a series.
  - a. It awards the privilege of priority booking without a pending series
  - b. It awards a locked in series price
2. The program may be revoked at any time for failure to meet the criteria.

Loyalty Massage - \$95 80 minutes

Loyalty Facial - \$120 80 minutes

- They pay an annual membership fee and get points it is essentially stay 10 nights and get a free night in any type of room.
- We have a points system that rewards client behavior like referrals, purchases, prebooking. Clients get to a certain number of points and get money towards a future visit.
- We have offer a homeowners privilege card for quests that are local or second home owners.
- We like to personalize our thank you to our guests based on their trends. Our top repeat guests that also purchase a lot of retail get sent new products whenever we bring them on board. Some we will give a free or discounted treatment to when they come a lot but don't seem to have much interest in products. We have also done room welcome basket of products to large parties doing a spa getaway, particularly if they do it annually. When we have events in the spa our repeats get invitations. If we haven't seen a repeat guest in a while or if we know something is happening in their life we send personalized cards.

- We offer a frequent Guest discount of 20 percent off any one service Monday through Thursday. The guest only needs to visit once before they become a "frequent" guest.
- We offer points, a discount for referring a new client.
- We use a points system and discounts to reward our guests.

**Respondents were asked to identify any unique or well-received ways their spa enhances a client's experience in a personalized way. A sampling of responses is provided below.**

- A key goal of our company is to acknowledge and remember returning guests by name. This requires everyone on the team to use the tools we have to communicate about a returning guest.
- Always greeting use and using their name. We have a 10/5 rule, we smile at guests 10 feet away and greet at five.
- At the Sanderling we offer a complete tour of the spa when the guest arrives, those who come early for their appointments are offered the opportunity to use the steam room, solarium where there is tea, coffee and spa snacks prior to their services, and the opportunity to sit on our open deck to view the sound. After their treatments the guest has the opportunity to enjoy these amenities, have a spa lunch or conclude there services with the front desk. We strive to cater to the individual needs making each guest feel they are our VIP and have our undivided attention.
- Birthday discount.
- Call clients with appointment reminders, hand-written thank you cards to first-time clients, and we order, pick up and serve clients food from our restaurant.
- Champagne upon request and for couples massages, chocolate covered strawberries for anniversaries, cupcake for birthday
- Complimentary fresh fruit plate after each searvice, comp champagne or mimosa or tea service. Dessert for special occasions
- Complimentary upgrades, amenities and refreshments.
- Created wow factors, give added values to guest who have special ocasions on the day they visit the spa extra time in ther massage, an added service to their service as examples.
- Each guest receives a personalized itinerary prior to their visit. We endeavour to provide excellent service throughout their stay. We send them a thank you email after their visit that solicits feedback.
- Each guest receives a tour as we just newly added on 2500 sq ft and renovated the existing spa. We offer lockers with Warm Buddy robes, steam shower with self applied detox body treatment, spa pedicures for groups up to 5 with bagged and sterilized instruments, and serenity lounge with hot and cold beverages, snacks and warm neck wraps in the hot towel cabby.
- Following company standards.
- Free high quality coffee and teas. We also offer services that are candy shop themed so clients are able to select their combination of scents and "flavor" themed products used during services.
- Fresh baked cookies when they walk in. Sensory journey station. Customized treatments.
- I love this part. It is very important to listen to them, if you put attention, then you can customize each client's experience without lose your touch.
- Mother and daughter duo that comes in frequently always raved about our robes but never wanted to purchase them. We ended up getting two embroidered with their names and surprised them. They LOVED it.
- New guest welcome gift and follow up call with a rebook offer.
- Nothing super unique - just the usuals: always noting sandal sizes in profile so they don't have to tell us each time and noting and following through on any feedback they have given in the initial visit and ongoing.

- Our Spa Team! We strive to make sure our technicians have the inherent compassion and skill to always go above and beyond guest expectations and personalize service accordingly.
- Our whole concept is based on personalization. Our therapists have 30 minutes to connect with every guest and split that time both pre and post treatment to focus on guest needs. Guests are able to change in their private suite and at the end of a treatment they receive an organic fresh cold pressed juice elixir.
- Recognition and attention in a clean and fresh environment.
- Recognize member anniversaries and birthdays.
- Recognizing special occasions like birthdays/anniversaries with personalized hand written notes, gifts, champagne, desserts, remembering their preferences, customizing their experience.
- Secret Service, identifying return guest/members. We story tell to our guests and they make a wish before they enter the spa, this creates memorable experiences and connections.
- The entire journey we have created is designed to be personalized for the client. Their treatments are all customized. From the moment they walk in the door. We make notes so that we can know what is going on in a clients life and catch up with them about it.
- The gift of sandstone to be used in our purifying bath ritual.
- Tracking history of who they like/don't like, special requests, etc so we're ready in advance.
- VIP Status and Special Occasion Amenities, welcome cards.
- Warm neck wraps, Tea, fruit and pastries All personalized service from sandals to service.
- We "Surprise!" serve Prosecco to guests celebrating Birthdays & Anniversaries. We write greeting cards to welcome back or welcome new guests and condolences when appropriate.
- We are a club based resort so we have the opportunity to really know our customers. We know what they like and can and do customize the spa experience
- We changed our associate roles to have the traditional locker attendant be an extension of our Spa Coordinator role. Now each guest that checks in, is welcomed by a coordinator and that personal touch continues with the private tour and guided journey to the locker, steam shower and dry sauna areas.
- We contact our guests prior to their arrival and follow up with them when they leave.
- We create WOW moments. There are various reasons why clients come to us, celebrating an occasion, grieving the loss of a loved one, divorced, health issues, etc. We personalize that experience and hand write them gift cards with a little personalized gift upon leaving. For example, a regular client had just lost her husband. The aesthetician hand wrote her a card and made a little gift bag of lavender scented kleenex and a small essential oil blend to use when she felt stressed or overwhelmed with emotion. It helped calm her down at home as well as reminded her of us and how safe she felt when she was here.
- We customize the skin treatments using private label Blending Bar. We offer Body Bliss aromatherapy using the app to truly customize the blend.
- We do thank you cards (handwritten) or for those who sign up, thank you by email or txt for every guest that visits. On the handwritten cards, we address shared information during their visit.
- We gather information from notes in guest's history.
- We handwrite 'thank you' cards for each client and deliver to their guestroom.
- We have each client choose a scent that personalizes their massage experience. Our staff is overly motivated to connect with each guest they encounter and ask questions to better service their experience and expectations.
- We keep detailed notes on preferences, birthdays, anniversaries, robe size etc.
- We make sure to have shoe size for every guest so even if they come back a year from now we have spa sandals in the right size waiting for them. Guests love it.
- We mark the member profile with their preferences.
- We put notes in SpaSoft about the guest. We try to anticipate their needs by listening and observing. If they are suffering from altitude sickness we offer an oxygen upgrade, if they have any ailments an essential oil can cure we suggest that.

- We regularly do random acts of kindness to clients who could use a positive gesture.
- We send a personalized thank you note after each visit. Clients love it.
- We try our best to anticipate the guests needs, so if we randomly overhear someone talking about chocolate or a specific magazine, our team will go into action, and surprise them with something they were just discussing.
- We update our data base regularly to recognize return guests to thank them for their business, recognize and celebrate their birthdays, anniversaries, etc. We place welcome amenities in their guest rooms and/or lockers.
- We use contact logs under their names to document their feedback, the therapists they like, the rooms they like, etc. so that we know when they book again.
- We use profile notes for customized spa experiences.
- Welcome back at check in. Birthday treats, anniversary complimentary glasses of sparkling wine.
- Welcome signature drink and fresh sent towels.

**Respondents were asked to identify what they consider to be the most effective method to help retain clients. A sampling of responses is provided below.**

- A loyalty program; which we are in the process of designing and looking for ideas and rules of thumb for one with regards to value.
- All of our team has done Bryan Williams training! There is nothing better that we, as leaders can give your team.
- Always welcoming our guest into our home with a warm and friendly invite.
- Amazing technical staff.
- Asking them to come back. It sounds simple but it's often overlooked.
- Being the best you can be with every client who walks in.
- Building relationships between the technician and client.
- Clients seem to really like to be able to use their spa offers without any restrictions; for example, use a special offer over the weekend. Most of our offers are only available Monday - Thursday.
- Communication.
- Connect with guests monthly via newsletter. Reach out to them in a personal manner when you have a product or service that you feel they would love.
- Consistent service with a smile. Whether you give incentives or not they won't come back if they can't rely on the spa and it's staff.
- Creating memorable moments unique to each guest.
- Delivering a world class service and being consistent with the quality and experience.
- Delivering excellence in service
- Delivering exceptional service and then attempting to rebook them before they leave.
- Direct contact, follow up and reward programs.
- Doing a great job, insuring that guests were satisfied and responding immediately when there is a less than satisfactory experience.
- Educating guests on what they can improve on in their health and wellness. Also educating on homecare products.
- Ensuring they always leave happy.
- Excellent service.
- Genuine service, thoughtfully priced programming. And a welcome back.
- Genuine, caring service ... creates trust and return guests.
- Great service and awesome treatment.
- Hiring and training the best practitioners possible.

- It is very simple. Exceed their expectations with a value filled experience from phone call to check out. Remember them. Invite them back. Actively engage with them throughout their stay. Honor them. Thank them.
- Just consistently giving amazing service and asking for feedback then following through on fixes.
- Knowing each guest, treating them like family and being aware of their needs, this starts with the spa director and works down to the remainder of all the staff.
- Listening to the guest, then use that information to form a connection with them so that they feel very welcome here. Address them by name, ensure they are taken care of, exceed their expectations, suggest retail they will adore.
- Listening to their needs and educating them.
- Listening, meeting expectations then exceeding them.
- Location, Location, Location!
- Love what you do always.
- Make their visit a true connection where their service is above what they expected and well within what is expected for the dollars spent.
- Meet their expectations for cleanliness & genuine welcome & caring service.
- Our approachable, kind and genuine attitude and our fantastic team of services providers makes guest want to come back.
- Our Frequent guest discount.
- Outstanding customer service and making the guest feel like family.
- Outstanding service and inviting them back.
- Paying attention to each and every detail and doing follow up by calling.
- Personal attention, service, reminders, rescheduling, individualized treatments, home programs.
- Personal connections and personalized interactions.
- Personalized service, attention to details, effective record keeping and reference back to it in the event of rebooking. Welcoming the guest back and knowing their preferences in advance.
- Provide a memorable service. Follow up with a date to come back, what that next session will look like, ask for referrals, send a thank you card, love what you do.
- Provide consistent product and service.
- Providing exceptional services and products in a beautiful and clean facility while at the same time exhibiting genuine hospitality.
- Providing good service and good value in the first place.
- Providing outstanding reliable services through maintaining state of the art services and amenities, meeting and exceeding the guest expectations and creating a genuine experience through respecting our clients and each other.
- Quality service + facilities.
- Rebooking upon checkout.
- RE-booking with rewards card.
- Recognize their loyalty by knowing their preferences and products. ask them to return.
- Remember customers name and favorite treatment, special needs and therapist.
- Service excellence.
- Service quality and availability.
- Service, flexibility.
- The entire process, from start to finish in our spa, is relaxing with a smooth flow, the most incredible product and everything is individualized to the guests needs/expectations. Our service staff is also extremely educated and has many years of experience. We have a high retention when it comes to our staff, as well as a large repeat clientele. Our guests come back to the same service staff member each year and they begin to grow a bond.

- Top notch Customer Service.
- Top notch therapists, friendly service and beautiful ambiance- offering them value for money spent.
- Treat our guests like guests in our own homes.
- Treating them correctly, with kindness the first time and creating a relationship. Having a staff that shares your values - That personal touch will keep clients coming back.
- Value them. It's not one initiative that works..its many that are done on a consistent basis. Say their name, write notes about them on the internal paperwork we keep on file. (eg. last visit their son was going off to college so we'll write that down so that upon their next visit we'll ask them how their son is doing and how's he's adjusting at college. They feel special that we remember personal details about them. Once in while we'll order them a glass of sparkling and a treat 'just because we love you.'
- Warmth of greeting and farewell, making sure that we have connected with each of them as an individual, so increasing the number of guest touches throughout their stay/visit.
- We are not open to the public so for us it's about making our members feel special and just wowing guests when they are visiting the resort so they want to come back during their next visit.



## ISPA RESOURCE PARTNERS

Which of the following resources, if any, does your company use to monitor customer service among spa clients?



Does your company provide resources or incentives to spa clients to assist with their guest loyalty programs?



Respondents were asked to describe the resources and/or services their company provides to its spa clients to assist with their guest loyalty programs. A sampling of responses is provided below.

- Ability to create and manage a customer loyalty program, track customer referrals.
- As they spend more they get different benefits.
- Creating bespoke therapies.
- Education on location, technical help via phone, Professional Product Treatment sampling for existing clients, Event Participation & attendee Gifts & Product Raffle Donation and Corporate Professional and retail incentive purchase pricing, social media announcement by territory and marketing material. We also take requests for speaking on location.
- Guest referral credit to client referring and referred.
- Gift with purchase programs, discount programs, etc. Primarily cater program that fits best with the overall initiative.
- Marketing dollars based on spend that can be used for free product.
- Referrals.
- Retail + Booking Incentives, gift with purchase, GWB, samples, event supplies, raffles.
- Special events, promotions, gift with purchase.
- We give free products, and gift cards.
- We offer rewards that allow our clients free samples, products and materials for them to provide to their clients. We also offer a gift certificate template to help.
- Whether it's discounting, special sales, free shipping.

**Does your company track customer retention goals?**



**Does your company reward and/or recognize loyal spa clients?**



**Respondents were asked how their your company rewards and/or recognizes its most loyal spa clients. A sampling of responses is provided below.**

- Additional marketing materials, bonus buys, special education and event tickets and hands-on classes upon request.
- Additional trust, customization, packages, discounts and payment terms.
- Credit.
- Discounts, appreciation gifts for staff.
- First to find out about new products. VIP promotions only to top clients.
- Gift with purchases, exclusive product sets.
- Increased training and collateral support, promotion on social media and website.
- Monetarily and discounts.
- Offer discounted rates for repeat orders.
- Pricing.
- Recognition at spa trade shows and Christmas.
- Social media profiles, send swag in the mail, thank you notes.
- Special savings.
- Support with gifts with purchase, testers, events training marketing etc.
- Value-added services.
- VIP program.
- We are giving free products, samples and discounts.
- We have a rewards program with multiple tiers of benefits and rewards.
- We provide extra service and education as well as send new items for free, plus we offer a rewards program.

**If applicable, respondents were asked to describe how their company helps promote repeat retail purchases within the spas carrying its products. A sampling of responses is provided below.**

- Buying certain quantities get lower cost on items.
- Education.
- Gift with purchase, related samples, customization capabilities for collateral and samples to take spa experience at home.
- We offer wholesale buy 12 get one free, the bonus free product can either be sold or use as a tester. We now sell samples for Spa Promotion, we supply brochures upon request per order. We have retail selling classes on location for full staff. We also do consulting.
- We provide training, provide staff with complimentary products to encourage loyalty participate in "open house" promotions.
- We support spa partners thru Monthly Staff incentive programs for their therapists to make retail goals. Promotional offers aimed at end user consist of gift with purchase, buy one get one.
- We use a variety of programs to carry this out as each location is somewhat unique. In some cases, gift with purchases are very effective. In some cases we include retail into the service. Sampling can also be effective when executed properly.