

Top 50 Spa Tips - According to Clients

- Make sure that the Massage Therapist asks the customer if they would like talking or silence during their massage.
- Staff must be sensitive to the client's needs by asking questions prior to beginning.
- Advise clients on needed products without being high pressure.
- Ask clients about pressure levels during massages and facials.
- Ask about oil/lotion preferences- sometimes scents do not sit well with customers.
- Most places just need to be friendlier, as spas can intimidate new clients.
- Say thank you.
- Train staff on the newest innovations and treatments.
- Offer host service in the beginning- water, coffee, tea, and light snack.
- Provide a relaxing waiting area.
- Give samples or trials.
- Remember customer's preferences.
- Offer feedback/satisfaction surveys.
- Provide clients direct interaction with management.
- Offer loyalty programs and perks.
- Simplify the booking process.
- Provide hand and foot massages during manicure and pedicure.
- Keep a tight schedule so clients do not end up waiting.
- Hire the best people in the field.
- Make the entrance of the spa as inviting as the private rooms in the back.
- Play relaxing light music.
- Provide lots of magazine options.
- Offer a variety of treatment choices.
- Discount or "freeze" prices for regular clients.
- Always fully explain the process of the service that is being provided.
- Let the clients know you are grateful for their patronage and wish to see them again.
- Subtle fragrances.
- Soft fabrics.

- Robes that fit all sizes.
- Move the check in or check out area away from the door, as it gets busy there.
- Offer a choice of music in the therapy room.
- Offer upgrades on certain services (aromatherapy with massage, for instance).
- Incorporate aromatherapy into all services.
- Greet guests with open delight at their arrival.
- Provide flavored water.
- Keep a well stocked bathroom and locker room.
- Provide thick robes and comfortable slippers.
- Pay extra attention to the cleanliness of the facilities and employees.
- Do not allow cell phones.
- Have several yoga and meditation classes.
- Provide lounge chairs.
- Have staff work on and evaluate each other on a regular basis and give honest feedback.
- Discount when guests have more than one service done.
- Stay open late during the week and longer hours on busy weekend days.
- Make sure the treatment rooms are warm enough
- Respect the need for privacy.
- No gossip, jokes, or arguments.
- Offer alternative therapies such as Ayurvedic treatments.
- Clients should not feel crowded or in a hurry.
- Offer an opportunity to spend additional time in a relaxation room environment.