

Keep Them Coming

By Hermione Wilson

As a spa owner, your ultimate goal is to turn one-time guests to your spa into loyal repeat clients. In order to make sure this happens, you have to create an environment where clients feel relaxed, taken care of and at home. It all starts when they walk in the door.

“When the guest arrives, they should be greeted with a friendly, ‘Welcome back!’ versus ‘How may I help you?’” says President of Vida Spas Allison Hegedus. “Acknowledging a guest with enthusiasm makes the guest feel less like a number and more like someone who is important to your business.”

Hegedus recommends that spa owners and therapists take detailed notes about the conversations you have with your client. That way you can not only remember what treatment and service the client most enjoyed at their last visit, you can keep track of important events and circumstances in their lives that will help you provide them with a more personalized experience.

“When your client returns, you are able to ask them questions like how their daughter’s wedding went, how their trip to Spain was, how their new granddaughter is,” Hegedus says. “This type of personal interaction fuels long-term business relationships. “

For more great advice from Allison Hegedus about how to foster spa client loyalty, read *Spa Inc.* magazine’s Winter 2015-16 issue.