

The Premier Spa Business Resource

DAYS SPA[®]

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The Lure of CHOCOLATE

Woo Clients with
Cacao-Based Treatments

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Raise a Glass to Vinotherapy
Foolproof Hiring Strategies



MARGRIT HERMES

Retail Superstars

This section profiles how one day spa uses a boutique product to boost sales.

The star: Bio-Essence Nighttime Calcium Complex from BiON (bion-research.com)

The spa: Amrita Skin Care Salon in Eugene, Oregon

Why it flies off the shelves: This cream supplies a moisturizing agent that clients don't encounter every day. "Large amounts of calcium aren't present in many skincare products, yet the nutrient's crucial for maintaining the dermis' lipid barrier,"

says co-owner and esthetician Margrit Hermes. "It addresses dry skin at its root epidermal layer, rather than just treating symptoms." Clients also appreciate that this product absorbs immediately, leaving no shine. "It can be used during the daytime, too," Hermes adds.

How it's promoted this month: Mid-winter signals shelf-rearranging season at Amrita. "In our treatment rooms, we make it a point to place what we consider our most important retail products just below clients' eye level," Hermes says. During cold, drying months, **Hermes ensures that this cream is the first and last item guests view during their visit.** "This way, guests ask about it, and then we're quick to demonstrate its smoothing effects on their skin," she adds. "That always seals it."

SURVEY SPOTLIGHT

How efficiently would your day spa operate if you could tap your guests for customer service feedback while they wait between services, or relax after treatments? With SURVEY ON THE SPOT, a new smart phone application (app) from ON THE SPOT SYSTEMS (onthespot.com), **business owners can collect immediate client assessment during available guest time.** This eliminates the need to wait (and hope) for spa-goers to respond to email or telephone service questionnaires later.

The app allows businesses to quickly create custom-branded surveys to gather guests' evaluations *before* they leave the premises.

"When restaurants started using this service a year ago, their survey return rate increased exponentially," says co-founder/CEO Geoff Palmer. "We've expanded to the spa and salon trades to provide businesses with a constant stream of information to help them enhance the customer experience."

Spa professionals can either use a generic, 10-question survey template created by the company, or they can design their own to address specific services and aspects of their business. In addition, owners can customize the application with their facility's logo and color scheme.

Palmer suggests placing near a reception desk signage that urges clients to check out the app. "Guests can use their own phone, but there's a higher response rate if business owners provide a store-owned mobile device," he adds.

For more information, visit the company's website or surveyonthespot.com.



Bright Idea!

Small investment, big payoff.

"Since February's a good time to ease into softer makeup shades, **we try out a new, seasonal lipstick color on all of our guests** after their services. We then have them blot on the back of their business cards, to create a festive collage collection near our reception desk. On Valentine's Day, our staff selects the 'most kissable' lips, and the winner's gifted with coupons for retail items and services. Everyone who participates wins something, so it's a good way for clients to sample our



boutique items *and* for us to show our love for their support."

Lena Strumas, co-owner, Lena & Britta of Vera (lenaandbritta.com) in Vero Beach, Florida