

CORPORATED MANAGEMENT / HUMAN RESOURCES

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PAGE: 01

The beauty of good service

THE Singaporean spa industry came under fire not too long ago due to the sudden closure of a few beauty and wellness chains that have left customers in the lurch and saddled with treatment packages they have paid for but may be unable to claim.

This is unfortunate as it casts the entire industry in a negative light, even the ones that have always been guided by sound business ethics.

As the founder of an aesthetic spa, I believe it is useful to share. Below are seven customer service principles that have served my company well over the last seven years. Adopt them, and you will see your customers return too.

Treat customers as friends

Always treat customers as friends who happen to have a problem that you are trying to help them to solve.

When you do that, you are more likely to show a genuine concern about their issues. This results in a more personalised and sincere approach that your customers will certainly appreciate.

After all, ensuring that their needs are addressed in a proper manner is integral to customer satisfaction.

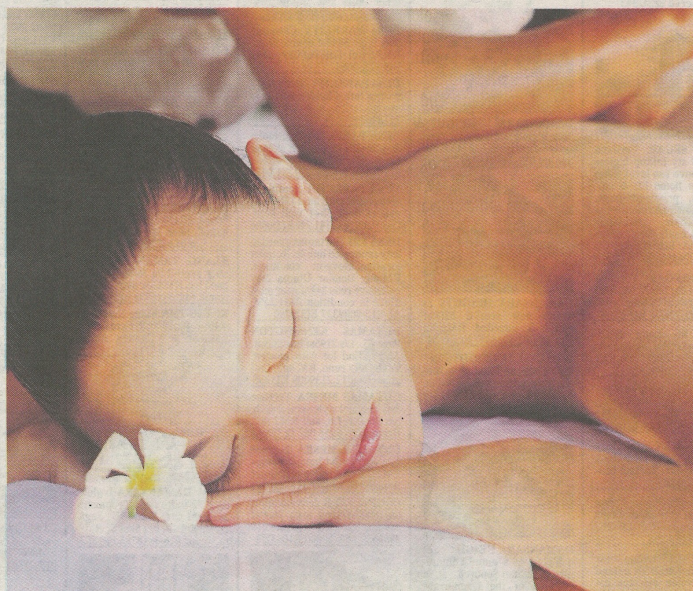
Regard them as royalty

Even though customers are like friends, it is important to pamper them with VIP treatment from the moment they walk through the door and throughout every step of their session.

Therapists should undergo regular training to ensure they make customers feel like royalty.

It starts from the little things, like taking customers' shoes at the entrance when they arrive, serving them tea promptly and putting away their personal belongings so they can relax and enjoy the treatment.

If you are running a spa business, ditch the hard sell tactics and adopt these seven tips to serve customers better.



Customers are also showered with attention after the treatment and till the moment they leave.

Listen before you preach

A listening ear is one of the most important tenets of customer service.

Many people often complain about beauty salons and spas that have consultants or beauticians who begin suggesting treatments before a proper consultation or analysis of the customer's condition is conducted.

Customers today are a lot more sophisticated and discerning, so this practice puts them off immediately. They can see through such sales tactics and are often left feeling that the salon or spa is just gunning for a sale and not caring genuinely about

their needs.

Never ever hard sell

Good customer service should never revolve around the "hard sell". Instead, it is about creating memorable and pleasant experiences where your clients feel that they have been listened to and cared for, rather than cajoled into a sale.

Make sure you teach

Of course you care about your company's bottom line but your approach should focus more on dispensing and sharing your knowledge, which serves to empower customers with greater awareness of how to take better care of themselves and their skin.

Your customer is then free to choose to purchase your services

without feeling pressured. This helps them feel more assured and well taken care of as you demonstrate that you have their best interests at heart.

I have also found that building trust through teaching gives customers a personalised experience that helps them bond with their therapists better – and customers are more likely to return to those whom they feel a greater connection with.

Train employees well

Having a strong background as a skincare and beauty trainer myself, I always emphasise the importance of creating opportunities for daily on-the-job training.

Ideally, your training sessions should be conducted in small

groups to optimise the attention each therapist receives and to maximise their learning experiences. This also helps to create a sense of teamwork and camaraderie between colleagues as they are ready to render assistance to one another as and when needed.

Build trust

Last but not least, building a relationship of trust between customers and your organisation is priceless. Building trust between customers and the company and between staff and the management, involves laying a strong foundation in the way you run your business.

Start with the basics – by empowering your employees.

I make it a point to be involved with my employees' career, personal and even financial goals so that I can offer assistance and advice to help them achieve these goals as and when necessary.

At the end of the day, your employees should feel that you have their best interests at heart.

Engaged and happy staff usually mean a low employee turnover rate.

When customers are taken care of by the same therapists over the years, it instils a greater confidence not just in your products and services but also in your business.

Practise these seven tips and you will have customers coming back for more. – Singapore Straits Times / Asia News Network

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it is important to pamper customers with VIP treatment from the moment they walk through the door and throughout every step of their session. – Filepic