

Spa Beauty NZ

Customer Care: Loyalty Programs

Can we buy clients? How best are we to reward clients for their loyalty?

What loyalty programs do you offer your clients today? and are they successful? How many clients are using your loyalty programs?

Do you manage your loyalty programs well and consistently?

Are your clients educated in what loyalty programs you run?

How much \$ are you re investing into your business weekly/monthly/yearly by offering loyalty programs? Do you even know what the \$ amount is?

Loyalty Rewards

Existing client's loyalties/rewards systems

✓	Loyalty Program	Rate Existing	\$/month	# of Clients currently on program	Comments
	Purchase points on Service and Retail dollars spent, • monitored through software system				
	Concession/Plans • Concession cards/set programs pay for 5 get 6 th Free • Pay half now, other half, half way through concessions				
	Monthly Maintenance • Monthly charge for maintenance treatments, discounted service as it's a maintenance treatment i.e. Brazilian				
	Membership/Club • Automatic payments Weekly payments, additional \$ bonus given per month				
	Rebooking discount • Rebook on the day and keep that booking, receive a discounted rate				
	Referral programs gift for referrer and referred client				

	Student discounts, discount for high school students/varsity students.				
	Locals discount, for a high-end Spa with International client, lower locals rate				
	New Client Packs, returning incentive				
	Finance, laybys systems				
	Networking, discount or additional service given with networking clients, ie Gym membership, receive a discount at xxxx Spa.				
	Community Givebacks, giving complimentary treatments to the community in recognition of goodwill within the community.				
	Charities, giving voucher donations, gifting service to Hospice etc.				
	Internal promotions, offer loyal clients monthly specials via newsletters, emails etc				
	Birthday Offers				

Why we offer loyalty programs:

- Loyal clients are regular there for spend more and generate more revenue
- Loyal clients are emotionally connected to your business so they love to be involved and to be kept updated with news and what's on offer so they are more likely to have regular communication with you
- Loyal clients like you and are happy to share your news and refer people to you as they have a trust with you, referrals 75%
- Due to similar values and ethics a loyal client will rebook, keep their bookings and if need to change will be very apologetic and sincere
- A loyal client's potential to prescribe homecare to is greatly increased to 65-75%, again due to trust.

How about we ask our clients what loyalty programs they are interested in – use the below short questionnaire and see what inspires them.

Business logo

Date

Clients name (or remain anonymous): _____

Please take the time to complete this small survey on Loyalty programs, we would like to know what is attractive to you. Thank you so much for taking the time. As a thank you for your valuable feedback we will be entering you into a draw to win a complimentary 90 min massage.

1. Would you consider yourself a loyal client to xxxx? ☐ Yes ☐ No

2. Do you like loyalty programs? ☐ Yes ☐ Not really, please explain:

3. Are you currently on our loyalty program? ☐ Yes ☐ No

4. Are you aware of what loyalty programs we have on offer? ☐ Yes ☐ No

List loyalty programs:

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-
-
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5. Would you be interested in receiving information on our loyalty programs? ☐ Yes ☐ No

If so, which ones would interest you most? List them with brief explanation:

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6. Would you like to sign up for our newsletter to receive our monthly/bi monthly/quarterly specials? ☐ Yes ☐ No

7. Do you follow us on Facebook to see our specials and to be educated? ☐ Yes ☐ No

8. Have you visited our website recently? ☐ Yes ☐ No

9. Would online bookings assist you in our booking process? ☐ Yes ☐ No

Thank you again for your time, the winner of the massage will be announced on Facebook [date].

Kind Regards

[company name]