

How to Manage Hotel Spa Successfully

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Manager

Keep an Open Mind

- There is always something new to learn
- There is always something we can do better
- There is always another way that can also work well

Go with the flow, embrace the change

Core Value

- Know Yourself
- Be of integrity
- Take the time to reflect on the image you would like to project
- Select 5 to 6 Points

Sample: - Avoidance of artificial colors or perfume
- A spa menu based on premium skin care

- Stay with your core value
- Do not follow the crowd

Sample:

If your core value is to avoid petroleum ingredients then it does not make sense to have paraffin treatment

Staff

Key Elements

They are taking care of your Customers

Recruitment

- Know who are you looking for

Sample: Hygiene

Type of treatment

Age

Experience

Magic Hands

Language

- Choose the recruitment channel

Sample: Friend of Friends (Past)

Academy

Recruitment Agency

Training Company (Actual)

- Time frame
- Number of therapists
- Level of Technique
- Company to train on Philosophy and products Brand

Interview

- Prepare the question for the interview
- Spend adequate time for the interview
- Involve few people in the process

Sample: In hotel, use the HR Department

- Remember that past is a good indicator of behavior

Sample: late, change job often,

Reference Check

A good question is:

Will you rehire that person?

Try the Treatment

Look for the magic hand, special touch

Are Certificate So Important ?

- A certificate does not guarantee a good therapist
- Can be useful to select among therapists of the same level

Retaining

Non Financial

- Integration
- Training
- Caring: Trying to know them
Listen to their needs
Compromizing

- Right amount of work

Sample: Proper break between treatment

- Offering balance between work and private life

- Providing meals

- Value their opinion

- Getting them involve in decision

Sample: Uniform

- Nurture and support them
- Ensure their safety
- Get involve in their career development

Financial

- Competitive salary
- Benefits
- Day Off / Annual Leave
- Commission
- Incentive, may be help from suppliers
- Recognition

Training

3 Secrets !!!

Secret : 1

Train

Secret : 2

Train

Secret : 3

Train

There is never enough training

Who to Train ?

Trend is to cross Training
Everyone get a global knowledge

Do not over look at receptionist
They can sell well

Keep a Record of the Training

- To know what each therapist can do
- To know how to further develop
- To guide for career advancement
- To know the level when doing appraisal

Products and Services

- Value Quality
- Use products that you trust will give result
- Offer services that match your core value
- Do not do it because everyone is doing it
- Avoid changing product Brand too often

- Get regular feedback on your service

Customer comments cards

Audit – mystery shopper

- Be consistent in the service delivered

This is the “ company way”

Same attitude:

Staff handing a brochure in the street,
a therapist, a receptionist a cleaner

Marketing

Before Getting into How to Say

- **Have Something to Say**

Have something of value that is worth advertising in the market place

- **Say it well**

Take what you do well and say in such a way that gets people to notice

- **Say it Often**

Build a brand equity by using systematic format (Sme font, same color)

- Keep message and look clear
- Do not over promise
- Avoid catchy advertising, tricky words
- Keep evolving

Know what to change and what not to change

Learn from the Giant

Coca Cola has evolve the product but never change the logo

- Know who wants your products and how to reach them

Standard

- **Set your standard**
Sample: Use only white flowers
- **Do not reinvent the wheel**
In hotel spa, lots of standards came from F&B
- **Once standard are in place make sure to inform the staff**
Teach them how to do a standard control
- **Have regular standard check**
Walk your area with standard list and review cm/ cm (Cleanliness, maintenance, display, procedure.... Then act upon (Report defect, train staff...))

Summary to Success

- Stay Open
- Have Core Value
- Get on Board People that Fit your Philosophy
 - Train – Train – Train
- Care of the staff and they will care for your customer
 - Honor Quality Products
 - Communicate Well

Walk the Way to Success