



Moments of Truth: Mastering the Spa Reservations Call

Presented by Peggy Wynne Borgman and Lisa M. Starr

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About our Sponsor



Coyle Hospitality Group
Guest Service Measurement & Analysis



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- Coyle provides unparalleled mystery shopping and quality assurance services exclusively to the global hospitality industry: hotels, restaurants, spas and cruise lines.
- Coyle's innovative approach to mystery shopping and market research is fueled by collaboration with industry-leading organizations seeking to improve the guest experience. Coyle strengthens the core of its clients' business through reputable and affordable quality measurement programs that work.



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Wynne Business presents live seminars, on-site team trainings and webinars



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- **Peggy Wynne Borgman**
- 25 year spa operator, 15 year spa consultant
- **Lisa M. Starr**
- 30 yrs experience in salon & spa industry





The Reservations Experience is a Preview of your spa's...



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- Warm welcome
- Expertise
- Opportunities



You're not filling an order...



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*Dreams Tulum,
Mexico*

- You're orchestrating an experience
- A reservations call can be a transaction, or it can be a relaxing, refreshing and inspiring experience.
- How can you leave them feeling *better* than before?



What is a moment of truth?



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- Critical “touch points” during every interaction with a guest
- A moment in which there is an opportunity for a good or bad impression
- An “experience within an experience”





The Reservations Call is an Acid Test

- There are dozens of MOTs in any guest visit
- Each one is as important as the other—each one is a link in the chain
- Over half of the spa experience MOTs happen as we are “getting the guest in” and “getting the guest out”



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Customers add meaning to their experiences



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INFLUENCED BY:

- **Personal social style**
- **Past experiences with spas
(good and bad)**
- **Whether they think they are
spa-savvy or spa-ignorant**
- **Their pre-existing perceptions
of your company**

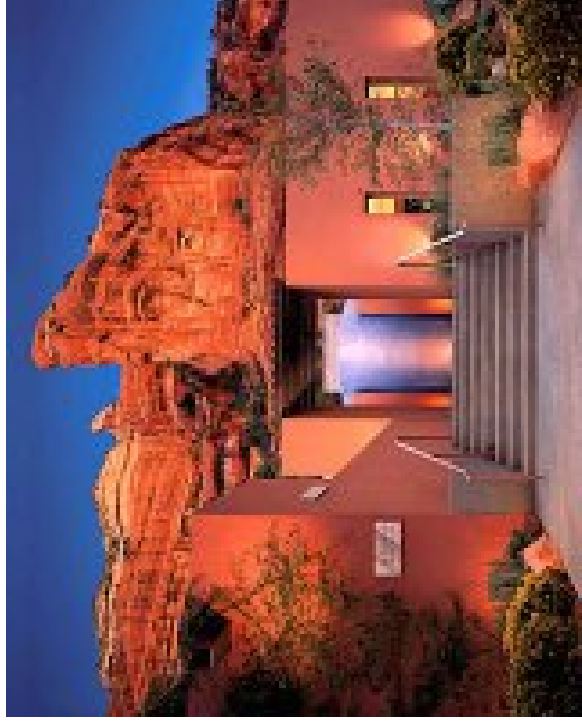




Customer expectations of the Reservations Experience



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*Mii Aamo Spa, Sedona,
Arizona*

- First impressions contain some of our most important MOTs.
- The Reservations Call is a “preview of coming attractions” for the guest



Three Elements of Every Great Service Experience



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1. ATTITUDE

- Graciousness
- Empathy
- Appropriateness





Three elements, cont'd



2. EFFECTIVENESS

- Skill
- Knowledge
- Responsiveness
- Resilience, ability to improvise

3. ARTFULNESS

- Anticipating Guest Needs
- Enhancing and optimizing the experience
- Personal Touches
- Staying “in role”



They want reassurance, not reservations...



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- Will I be comfortable there?
 - Is the staff welcoming?
 - Is the team harmonious?
- Do they know what they're doing?
 - Is the support staff competent?
 - Are their therapists knowledgeable and skilled?





Essentials of a Great Phone Greeting



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- **Live**
- **Answered within 3 rings**
- **Focus on that guest only**
- **Professional**
 - **Relaxed pace**
 - **Clear articulation**
 - **No “uptalk”**
 - **Smile (it’s audible)**



Finding your Voice



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- **Tone**
 - Warm, bored, cold, businesslike, animated, happy?
- **Speed**
 - Too fast: “this is a hectic, un-relaxing place”
 - Too slow: “my time is more important than yours
- **Volume**
 - Too loud: “This is a loud, thoughtless place”
 - Too soft: “We are more mellow than thou”



The Greeting Script



- **The Greeting is your audible calling card, and 1st step to rapport**
- **Consistency in greeting script conveys a first impression of professionalism**
- **Don't let it sound stale. Make it fresh every time!**



**Rapport “opens the door”
to relationships. Rapport
generates feelings of:**

- **Trust**
- **Understanding**
- **Mutual Respect**
- **Confidence**
- **Positive Anticipation**





Instant Rapport Builder: Using the Guest's Name



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- Learn your guest's name early in the conversation
 - “To whom do I have the pleasure of speaking today?”
 - “May I have your name?”
- Use their name at least twice in your conversation
 - Don't overdo it—it's unnatural



Why do we quickly connect with some people?



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- We respond to their non verbal communication
- We effortlessly feel a connection with people who share our social style.
- You can learn to read social styles
- Analytical, Driver, Amiable, Expressive





Who am I talking to?



- Note voice qualities
- Do they use visual, auditory, or kinesthetic words?
- Note their “feeling” words



Mirroring and Matching



- Humans instinctively mirror each other's voices and body language when we want to create a positive connection
- Try to mirror your caller's style. Don't impose yours!





Observe...and reflect



- **“To the Point” Communication Style**
 - “Hi. I need a massage this afternoon.”
 - *“Excellent. We have a 90 minute massage available at two p.m.”*

- **“Conversational” Communication Style**
 - “Hi, this is Peggy. I’m wondering if you might have an opening today for a massage. My shoulders are killing me!”
 - *“Hi, Peggy. Wow, sounds like a massage would be a great idea. We can get you in for a 90 minute deep tissue session today at two p.m.”*



Matching



- Match some of the language they use
 - Weave it into conversation
 - Don't parrot them
 - Listen for visual, auditory and kinesthetic cues
 - "I hear you have..."
 - *Have you heard about our Rock n Rose pedicure?*
 - "I see in your brochure..."
 - *You'll see that the pedicure suite is designed for privacy*
 - "I would love to get a treatment..."
 - *You'll love the way the hot stone massage feels...*



Active Listening



- Ensures that every guest feels heard
- Enables you to accurately comprehend their needs
- Helps you sense what they might *not* know and provide additional information and options



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Mastering “hold” etiquette



- **Always ask permission**
 - “May I ask you to hold briefly?”
 - “May I briefly place you on hold?”
- **Never say**
 - “I need to put you on hold.”
 - “Please hold.”
 - “Can you hold?”





End the hold elegantly.

- Thank them
 - “Thank you for your patience, Peggy.”
- Return to what you were discussing.
 - “Let’s see about scheduling that massage for this afternoon.”
 - NOT “Now, where were we?”



MOT: The Hold Handoff



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- **If you have to hand off a guest on hold to a teammate, make sure they have enough information to pick up where you left off**

Provide the guest's name to your teammate

Don't make the guest start over!

- **“Hello, Peggy, this is Doris. I am going to complete your reservation. I understand you're interested in having deep tissue massage this afternoon.”**





Information, Please



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- For Visual Communicators: “If you’re near a computer, it might be helpful to pull up our menu of services while we talk.”





Help! She just asked me a question I can't answer



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- Don't fake it
- Don't read from brochure or website
- It's okay not to know, but "I don't know" isn't an answer
- Get an answer for them
 - "That's a great question. Would you mind holding for a moment so I can get you that information?"
 - "That's an excellent question. May I call you back after I've looked into it?"



What does a returning guest want from a reservations call?

- To be remembered
 - Use your tools!
 - Proactively look up guest history
- To get exactly what he/she likes best
 - Time
 - Therapist
 - Treatment
- Depending on their social style, they may want to “reconnect” and say hi, or they may want to get off the phone as fast as possible.
 - Listen for cues in their voice and conversation



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When they ask, “Who’s your best...?”



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- They’re really asking, who’s the best for ME?
- Ask, “what are some of the things you look for in a good _____?”
 - Get them to tell you what they like. “Best” is relative!
- Don’t say, “All our ___’s are really good.”





How much are your...?



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- Clients don't want to reveal their ignorance.
- If you answer with a number or price range, the conversation will usually end.
- Respond with a question. Engage them.
 - “Tell me about what’s happening with your skin.”
 - “Are you looking for stress relief or pain relief?”



OMG! TMI!



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- Once you've achieved rapport, the goal is to provide just the right amount of information for the caller, but to keep the call as brief as possible.
 - Assume your guest is busy
 - Too much time on one call deprives other guests and your teammates of your services
 - Give them enough, but leave them wanting more!



MOT: When you can't fulfill a request, offer alternatives



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- A guest whose request can't be fulfilled may feel frustrated, disappointed, or foolish
- Make sure they know you are “on their side” and not a gatekeeper
- Proactively, creatively offer alternatives. Don't make them guess.



Optimizing the Guest Experience: Upgrades



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- “Order-fillers” default to the “basic” services
- Make sure you are offering the guest the “fastest and best way” to achieve their desired, optimum outcome
- They may not know what’s possible—you DO



Just because they ask for it doesn't mean that's what they want...or need



Upgrades make everyone happy



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- **Clients get better outcomes**
- **Upgrades showcase the team's skill and talent**
 - Using our full capabilities boosts morale
 - When you build therapist's income, you build mutual respect
- **Upgrades increase abundance for spa and entire team**
 - Profitable spas can afford pay increases
 - Therapeutic staff can't afford to have a schedule of "base sticker price" tx



MOT: Gathering accurate data



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- A world class service
 - experience *begins* with your competence, precision and skill!
- Do it right the first time
- Avoid distraction
- Never interrupt a reservations process to do another activity
- THE OBJECTIVE:
 - Information must be complete and accurate 100% of the time.
- Always repeat back data
 - Contact data
 - Dates and times
 - Cross check to avoid errors
 - If you're in doubt, ASK



MOT: Gender preference in massage and body treatments



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- **ASSUME** that everyone has a preference
 - **DON'T** ask, “do you prefer a female therapist?”
 - **DO** ask, “Do you have a gender preference for your therapist?”
- **For guests on the fence, try personal endorsements**
 - “I’ve had massages with Jack and he is an outstanding therapist. I know you’ll feel completely comfortable with him.”



MOT: Cancellation Policy

- This is a “real world” moment in the “perfect world” experience
- Maintain warm voice tonality
 - Pretend you’re describing a treatment
 - Use word “protocol” rather than “policy”
- Provide comparable requirement
 - “And just like a hotel...”
- Reassure them
 - “There’s no charge if we fill the time.”
- Explain benefits to them
 - “Good schedule management helps us retain the top therapists our clients love.”



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Set Expectations

- **Directions**
- **Parking**
- **Attire**
- **Pre treatment “don’ts”**
- **Amenities provided**
- **Check in time**
- **New Guest Process**



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The Fond Farewell: end on a high note



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- Thank them, using their name
- Tell them how much they will enjoy their visit
 - Studies show customers are more satisfied when they are told in advance they will be
- Let them know how much we're looking forward to seeing them
 - "Thank you so much, Mr. Jones. It's been a pleasure speaking with you. We're very much looking forward to your visit on Tuesday."



Q & A Time!

This presentation has been archived as a pdf at wynnebusiness.com

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