



Red Door Spa Holdings Elevates the Guest Experience with vipGuestSurvey

A Case Study
Presented By Book4Time Inc.



The Problem:

At Red Door Spa Holdings, improving the guest experience and creating customer loyalty are top priorities. To accomplish this, Red Door Spa Holdings had previously employed the services of a mystery shopper service to monitor its 50 locations across the US. While this generated good feedback, the process was slow and reflected only a snapshot of the full guest experience.

Red Door Spa Holdings wanted to develop a system that could measure the overall guest experience and provide feedback that could be acted upon immediately. The solution also had to be simple to implement and track.

The Solution:

Red Door Spa Holdings and Book4Time collaborated to create vipGuestSurvey – an online survey tool which delivers results in real time based on the Net Promoter Score¹. vipGuestSurvey captures the guest experience immediately by sending an automatic email to guests once they check out inviting them to complete a survey. The survey consists of two multiple choice questions and an open-ended comment box, structured to make the survey easy to complete for the customer while providing the most relevant information to Red Door Spa Holdings.

The Results:

Customer Experience

“Nothing is more important than what our guests think,” commented Todd Walter, CEO of Red Door Spa Holdings. “While the mystery shoppers gave us some good suggestions on what needed to be improved, they didn’t provide us with any means for reaching out and communicating with unsatisfied guests. With vipGuestSurvey, we can do just that. After a guest submits a survey indicating they were not satisfied, we make it our policy to call that person within 24 hours to express our sincere apologies and do what we can to make it right. Before, we were making changes reactively and hoping that guests returned. Now, we’re able to react proactively to each unsatisfied guest; this immediate feedback has really wowed guests and turned many of our detractors into promoters.”

¹ The Net Promoter Score was presented by Fred Reichheld in his book, “The Ultimate Question”. For more information, please visit www.netpromoter.com

Employee Morale

The immediate and relevant feedback from vipGuestSurvey has not only led to more satisfied guests, but also to a more motivated workforce. “While we do receive some negative comments, the vast majority of the comments we receive are rave reviews about our technicians and services. It’s great to receive feedback like this that we can share with our employees,” continued Walter. “Instead of just letting our employees know that in general they are doing a great job, we can provide specific examples and let them know exactly how they helped make a guest’s day. This has been a real morale booster internally.”

Corporate Benefits

vipGuestSurvey provides a series of reports to compliment survey results, all of which can be downloaded to Excel. Red Door Spa Holdings found the reports extremely useful as it could identify guest satisfaction levels by location; therefore providing a means to compare locations relative to their peer group. The processes and techniques from top performing locations were then shared with the lower performing locations to ensure that no matter which Red Door Spa a guest visited, they would receive an experience beyond their expectations.

“We’ve been able to track, unit by unit, the guest experience at our various locations. The overall view the reporting tool gives us has allowed us to identify themes and discover root issues to problems and reasons for success. These practices have then been distributed to all of our locations to ensure our guests have the best experience possible, every time they walk through a Red Door,” added Walter.

Survey Analysis - By Ranking											
Period: 2/1/2009 to 2/29/2009											
LOCATION	TOTAL VIEWED	TOTAL COMPLETE	Question 1				Question 2				TOTAL NPS
			Detractors (1-6)	Passive (7,8)	Promoters (9,10)	NPS	Detractors (1-6)	Passive (7,8)	Promoters (9,10)	NPS	
Downtown	120	503	1 2.2%	5 11.1%	39 86.7%	84.44%	0 0%	6 13.3%	39 86.7%	86.67%	85.56%
North West	120	354	0 0%	4 11.8%	30 86.2%	88.24%	2 5.9%	2 5.9%	30 88.2%	82.35%	85.29%
North East											
Southwest											
Pacific Northwest											

Survey Analysis By Question													
Period: 2/1/2009 to 2/29/2009													
Location: ABC Resort & Spa													
TOTAL:													
QUESTION / RANKING	0	1	2	3	4	5	6	7	8	9	10	AVG SCORE	
How satisfied were you with your experience:	0	0	0	0	0	2	1	0	6	12	24	9.16	
How likely are you to refer a friend:	0	0	0	0	1	3	0	1	2	11	27	9.13	
Total:	0	0	0	0	1	5	1	1	8	23	51	9.14	
Total surveys viewed, but not completed:	7												
Total surveys completed:	59												
Total surveys with additional comments:	21												

Scorecard:

Looking back at Red Door Spa Holdings' initial goals, we asked Todd Walter to critique vipGuestSurvey's performance on each of the objectives:

✓ Measure Overall Guest Experience

“With the mystery shoppers, we would get about 600 responses a year. Within 6 weeks of launching vipGuestSurvey, we had received over 13,000 responses. **With a much clearer picture of the guest experience, we've been able to improve that experience and increase guest loyalty.** We also have a much better idea of how the company is doing overall and can target our guest experience improvement initiatives to specific locations, saving time and money.”

✓ Provide Immediate Feedback

“The ability to reach out to our guests less than 24 hours after they've left our spa has provided us with a real competitive advantage. Being able to address issues in real time not only helps us to improve our business, but also provides us an opportunity to let unsatisfied guests know that we do care and are concerned about their issues. **This direct follow-up has in most cases led to detractors becoming brand loyalists.**”

“As a CEO, being able to share all the wonderful comments from our customers with my employees has been one of the biggest benefits of using vipGuestSurvey. **The morale boosting effect has really driven our employees to actively search out ways to keep improving on the guest experience.**”

✓ Simple and Intuitive

“The ease with which vipGuesySurvey can be deployed and interpreted is phenomenal. The survey is sent automatically and feedback delivered in real time in easy to read reports. Because we can export to Excel, large amounts of data can easily be sifted through and analyzed. **vipGuestSurvey has delivered exceptional results with little to no administrative work on our side.**”

Red Door Spas

With nearly 100 years of beauty expertise based on fundamental elements of day spa pioneer Elizabeth Arden, Red Door Spas operates 30 day and resort spas nationwide. Committed to enhancing the lives of their guests through beauty, harmony and well-being, and to providing pioneering techniques, quality treatments and advanced services, Red Door Spas will continue to expand, innovate and remain the leader in the day spa industry for years to come.

Red Door Spa Holdings

Red Door Spa Holdings is a privately-held company backed by North Castle Partners, a private equity firm specializing in investments in the healthy living and aging sector. Red Door Spa Holdings licenses trademarks from the publicly-traded fragrance and cosmetics company, Elizabeth Arden Inc., and is a separate corporate entity.

With over 100 years in the industry, Red Door Spa Holdings currently owns and operates 51 full-service salons and day spas across the United States. This includes 30 Red Door Spas in freestanding locations and upscale resort and hotel properties, 20 Chicago-based Mario Tricoci Hair Salons and Day Spas, and one inaugural location of the newest division, Simply Face & Body, in Ramsey, NJ.