

SECRET SHOPPING TAKES THE MYSTERY OUT OF SERVICE SUCCESS

SpaAudit.com is a new product that overcomes a common challenge faced by spa and salon managers; how to accurately assess team performance when most of the service delivery happens behind closed doors. At the same time, it reveals the service components that guests value most.

SpaAudit.com, is a self administered and customized secret shopper program that also provides targeted and measured feedback for every job role. The system goes one step further to reveal consumer values by asking shoppers to rate not just their satisfaction but also how important each part of the experience is to them. This provides owners and managers with an objective 'guest seat' view of their business and a means to assess, reward and improve team performance.

For a secret shopper program to be effective, it needs to ask the right business-specific questions and have a systematic method for measuring results. SpaAudit.com allows operators to tailor the shopper questionnaire to match their particular performance objectives and service standards and its unique built-in scoring system provides measured and meaningful reports.

SpaAudit.com delivers system generated score sheets that provide targeted feedback. This feedback can be used to improve service delivery and, ultimately, guest satisfaction. It is also an effective team development tool that helps to direct focus to standard operating procedures and the broader business vision so that everyone has a clear understanding of expectations and is compelled to deliver consistent results.

The SpaAudit.com scoring system identifies a business's priority competencies and measures the entire guest journey, from initial contact to departure. It is fully automated and managed by the operator in a secure environment through the SpaAudit.com website. The customized reports provide accurate data that can be used as a turn key performance coaching tool to reward excellent performance and correct performance problems.

SpaAudit.com is implemented in just three easy steps:

Step 1 - Identify and select the competencies to be assessed

SpaAudit.com provides a comprehensive list of competency tasks to choose from, allowing operators to customize the shopper questionnaire to suit their operation. Once competencies are established, the SpaAudit.com system creates a secret shopper feedback form.

Step 2 - Invite a secret shopper

Once the feedback form is completed, secret shopper invitations can be sent. SpaAudit.com will generate an invitation that gives the shopper clear instructions on what to do next and how to access the online feedback form.

Step 3 - Collect feedback report via email

After their spa visit, the secret shopper completes the feedback form online. The SpaAudit.com system transforms their answers into a 'score sheet' report. An email alert is then sent to the business, advising that they have been 'shopped'. The report scores each competency, illustrating exactly what is – and what isn't - working in the business.

For further information, visit www.SpaAudit.com or email Naomi Gregory at naomi@SpaAudit.com.