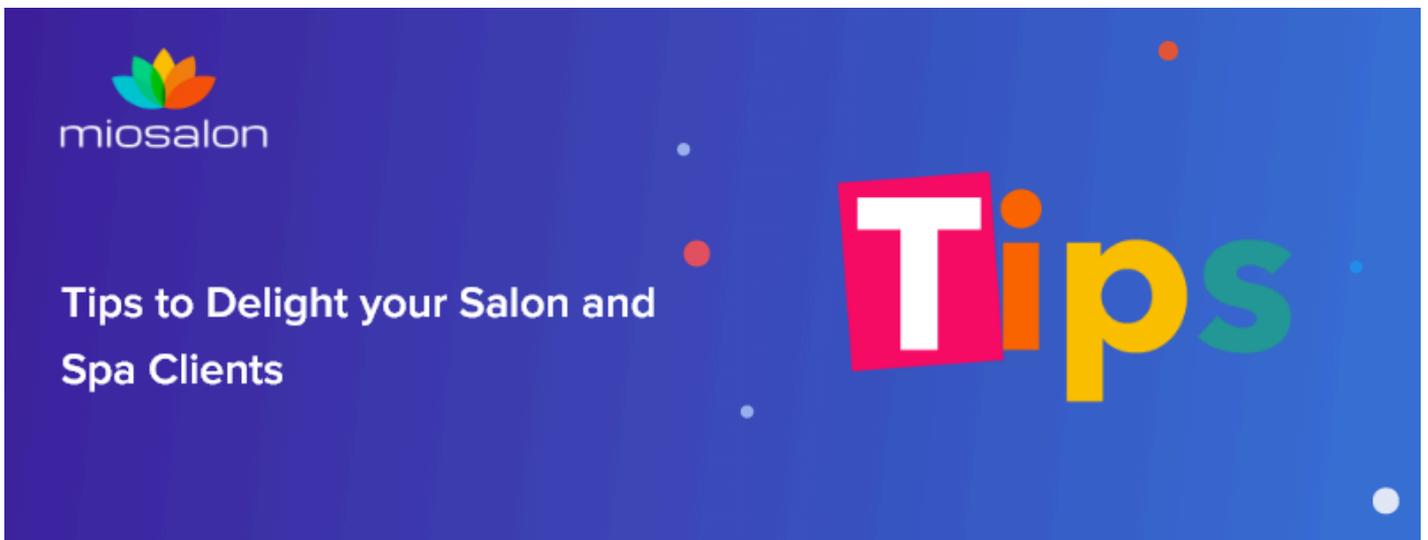




# Tips to Delight your Salon and Spa Clients



Customer service is all about exceeding client expectations. No matter how good the services you offer are, they're of no use if you fail to delight your salon and spa clients. When you go the extra mile to make a client's day, they will remember you for a long time, and come back, hoping they will get the same service. Delighting your customers is all about being consistent. For example: Just as how nice you are to a new customer, being nice to a regular customer is important as well.

Delighting your spa clients can be tricky. However, when done tactfully using these tips, it can be a breeze.

- **VIP experience every time:** Treat your customers the way you treated them on their first visit. From the time they step into your salon till they leave, your aim should be to make them as comfortable as possible. Offer free valet parking service to all your customers. If they are waiting till their stylist finishes up on another appointment, offer them a bottle of water or hand over your beverage menu, in case you have a bar license. Keep sufficient coffee table books for them to read. A receptionist should not get too nosy into a client's life. Ask how they're doing, and let the conversation flow.
- **Personalize experience:** Beyond remembering your client's names, shape a personalized route for every customer. Leverage on [Continue reading.](#)