

Case Studies

The following are examples of the great success we've working with Wellbeing businesses...

Each business we have worked with has had it's own special difficulties, it's own goals and it's own unique strengths.

By listening to the business owner and really understanding the market, we have managed to achieve some phenomenal results.

- Large increases in turnover
- Massive improvements in staff understanding and training
- Continually growing retail sales
- Improved flexibility to give the owner that all important time out and days off

Imagine the success you could have in your business! What would it mean for you?

Case Study 1 - Large Health Club with full Spa facilities

Brief - Improve spa systems and financial reporting. Work within marketing budget to improve both spa and health club sales. Increase corporate membership within health club and clientele base within spa.

Actions

Results

- Implemented computer system to replace paper based booking and stock control method
 - Created regular staff training program
 - Created new team member induction process
 - Implemented marketing planners for both spa and health club including email campaigns, direct marketing, flyer drops, posters and scheduled phone call follow-ups
 - Improved operational systems within both the spa and membership areas
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- Increased retail sales from 2.5% to over 25% of spa turnover
 - Reduced treatment cost of sale from 26% to 18%
 - Identified areas of stock loss and corrected. Retail cost of sale reduced from 76% to 62% as a consequence
 - Decreased staff costs through streamlining roster and commission structure
 - Increased corporate gym membership by 36 companies
 - Improved profit by over £36,780 per year in spa department and approx £20,000 per year in membership department

Case Study 2 - Upmarket suburban Day Spa. Full spa and therapy facilities

Brief - Examine and improve financial situation while growing salon. Achieve overall higher profitability through both increasing turnover and decreasing costs over a period of 18 months. Increase retail sales significantly.

Actions

Results

- Implemented regular staff training programs
 - Intensive retail training with therapists
 - Intensive rebooking, conversion and phone handling training with reception
 - Carried out referral and direct mail marketing
 - Improved reception systems and operations
 - Changed stock management system and rosters for huge increase in profit
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- Grew database from 200 to over 4000 clients through referral based marketing
 - Business growth resulted in staff growth from 3 to 23 therapists
 - Increased profit from a loss of £15,000 to a profit of over £70,000 annually
 - Decreased staff costs through streamlining roster and commission structure
 - Improved retail sales from 5% to 41% of turnover

Case Study 3 - Health Spa in 5-star Hotel

Brief - Improve areas of financial and operational concern including inflated staff costs, stock control, sales systems, theft and poor service levels. Help with project management of extension and renovation work.

Actions

Results

- Identified and rectified areas of financial loss and errors totalling over £60,000 per year
 - Generated new leads through local corporate sales marketing plan
 - Implemented marketing plan
 - Altered reception systems to decrease errors
 - Rolled out staff and therapy training program
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- Increased turnover by 10.4% from previous year
 - Decreased non-profit generating staff costs by 42%

- Increased lead generation by 20.7%
- Increased membership base by 129 members in just six months
- Increased revenue by over £5,600 per month, totalling £67,752 per year

Also make sure to have a read of the customer comments at the bottom of some of our pages!

If you are one of our happy customers, please make sure to post your own comment so other people can see it