

More Aaah in the Spa: Supporting Your Wellness Clients

Pre-Covid many people traditionally viewed wellness and self-care—and the industries catering to them—as indulgent, “fluff”, or luxury. Now COVID has turned that perception around. Self-care is finally understood as critical to resilience, immunity, and even productivity. Everyone is entering the post-pandemic world with more fear, stress, and overwhelm than ever before. They need that moment of relaxation and recovery—that “Aaah” moment—that is the specialty of spas and wellness destinations.

How can you support your current and future customers in finding their “Aaah” moment?

Boost employee and client happiness

Nothing encourages happy customers like happy employees. Researchers at the [University of Oxford](#) found that happy employees were not only 13% more productive, they also converted more conversations into sales and increased customer satisfaction. Happy employees also mean less turnover, leading to a more continuous experience for your customers. Not sure where to start? We have [several articles](#) on how to create a positive culture at your company and show appreciation to your employees.

In addition to creating a culture that consistently supports human thriving, offer support to address specific factors known to impact well-being. For example, adequate sleep is essential to combatting stress. Lack of sleep increases sensitivity to negative emotions and reduces coping skills. Anxieties that interfere with sleep activate the part of the brain (the amygdala) that reacts to danger. Poor sleep may disrupt essential hormones released during sleep, such as prolactin which helps regulate immunity (an especial concern with COVID) and leptin which helps regulate the appetite. Sleeplessness, therefore, compromises immunity and weight, as well as mood, memory, and even the sex drive.

By introducing your clients to the scientific basis for sleeplessness and the tools to combat it, you develop a connection between your wellness retreat and the depth of their well-being.

Build employee and client resilience

Another way to support employees and your clients is to create and build a shared language and framework for dealing with the stress and conflict inherent even in a life well-lived. Building a common science-based approach to stress helps your employees better

handle the load and the challenges of customer service. It also gives them language and tools to empower their clients to reduce stress beyond the relaxation in the moment.

Resilience is the ability of an individual to recover from difficulties and to have and recognize the potential for positive outcomes when interacting with the world. Building resilience involves learning proactive ways to recharge physical, mental, emotional, and spiritual energy. Specific exercises can help open individuals to the power of self-compassion, strategies for extending compassion to others, and mindfulness practices that will bring the individual back to the present moment (rather than ruminating on past pains and future worries). Resilience makes the difference between a fraught customer/staff relationship and one that positions your spa as a haven.

[Research](#) has shown that how stress is framed (language used, questions asked) can make the difference between it being toxic or not. When empowered in the face of stress employees and clients will make better choices and create habits that allow them to recharge and regroup. At same time, you validate their feelings and avoid wellness shaming. Let your organization be part of creating healthier relationships with stress that will support wellbeing for all.

Build on the science

You know that a spa and wellness retreat offers a break from regular demands and stress triggers in both life and work. It is a chance to tap new potential, creative thinking, and brain rewiring. Make sure private customers return to their life and corporate customers return to their work not just relaxed and recharged, but with strategies and tips to keep them balanced, resilient, and serene.

Your customers may not realize the close relationship between stress and physical pain, weight gain or loss, and feelings of irritability or sadness. Stress is related to obesity, heart disease, gastrointestinal problems, depression, and headaches. According to [medical research](#), up to 90% of illness and disease is related to stress. Self-care is a super power.

Companies where workers and leaders express high levels of stress are vulnerable to lower productivity, more industrial accidents, higher healthcare costs, and greater turnover. In fact, as long ago as 1985, injuries caused by “repetitive mentally or physically traumatic activities” became grounds for workmen’s compensation. Some [studies](#) indicate that as individuals rise in corporate leadership, they experience less stress because they have more control over their work; yet even those studies show a significant increase in heart disease among leaders. A stay at a spa and wellness retreat is a perk that would benefit any company where workers and leaders are under stress.

When private or corporate customers associate your spa and wellness retreat with their growing knowledge of stress management and coping skills, they are more likely to return and to recommend you to others. The key is to have a model that begins at the customer’s current level of awareness, adapts and expands to meet each individual’s needs—and is built on science.

Create a model of support

By offering your customers an education in the relationship of stress to their emotional, physical, and behavioral challenges, you eradicate their shame in asking for help and seeking the relief to be found in spas and wellness retreats. Self-evaluations for stress give them an interesting and fun way to identify their own strengths and motivations and are a natural part of an overall well-being assessment.

Individual or group coaching helps your customers achieve the “aha” insights that support their “Aaah” moment. They come to realizations that affect their entire approach to wellness, and they associate those realizations with your spa or wellness retreat. Full-blown life coaching may be more appropriate for after their return to normal life, but people always welcome someone who concentrates on them by asking more than telling, picking up on cues, and reminding them of their strengths. Those “aha” insights validate the value of visiting a spa or wellness retreat, increasing customer connections, loyalty, and enthusiasm.

To build upon that loyalty, consider offering exclusive access to coaching and online courses that support them during their regular home and work life by maintaining and building on the insights and strategies they achieved at your spa or wellness retreat. Today’s population of savvy video conference users are excellent candidates for participating in a private, online group that not only encourages members in their daily efforts to manage stress and build healthier habits, but also supports them when they decide it is time for another spa and wellness retreat.

A holistic approach makes your spa or wellness destination an essential part of every customers’ pursuit of well-being. By surrounding customers with happy staff, asking for feedback, giving them a language to talk about themselves and a scientific basis for their feelings, and providing fun participatory events, you reassure them that support is at hand and a serene and happy life is still possible. Yours is a place that nourishes body, mind, and spirit, providing not only temporary relief but the opportunity to build self-knowledge, tools, and strategies every time they return.

*With her unique background in medicine, neuropsychology, leadership development, and coaching, Dr. Cindi Ackrill brings both compassion and science to stress management. A certified leader in the field for over 25 years, Cindi understands the challenges and metrics unique to the spa and wellness industries. **The support you deserve is [right here](#).***