

## Malmaison Hotels

### ‘Le Petit Spa at Malmaison’

The past six months has seen a massive increase in the number of beauty salons and spas being established throughout the UK.

With such a diverse range of facilities and locations, customers can afford to be choosy, and every spa manager has their work cut out to make sure their venue is the one that people will still be loyal to 12 months down the line.

Zoe Timmins, who manages Le Petit Spa, at the Malmaison Hotel in Birmingham, is all too aware of the downfalls of being part of such a fast-growing industry, and said that she and her staff had worked hard to ensure that they offered a service that clients would find hard to top.



“Le Petit Spa was launched in November 2003 and is intended to be the first of many such facilities which will become an integral part of the Malmaison brand,” said Zoe.

“There is very little competition in the area for a real ‘spa’ experience although there are the usual array of health & fitness clubs - but as interest in the spa sector continues to grow, Le Petit Spa will not worry too much about the competition as, like its parent brand Malmaison, it has a personality all of its own which sets it apart.

### ‘Customer Relationship Management’

But Zoe stressed: “As with all good facilities, it is the service delivered by the professional staff which really makes the difference.

Le Petit Spa offers a personal service, treating each customer as an individual and treats each new customer as a new friend. One of the Malmaison's slogans is 'let this be the start of a beautiful friendship' - and it is here that **Premier Spa+** has helped with our customer relationship management.

“We used Midlands-based Premier Software Solutions to provide us with the **Premier Spa+** software package, and it has enhanced the whole spa process. We are able to easily identify new and regular customers, assess their visiting habits and purchase preferences - from treatments to products.

This enables our therapists to plan in advance of each visit and discuss the client's individual well-being routines from a position of knowledge, which instills confidence in the customer and encourages them to return,” she said.

### ‘Saving Therapists Time’

Zoe added: “The spa opened with just two therapists but with an average of 350 treatments per month we have had to expand our team to five therapists already.



**Premier Spa+** software has also been a great help in assisting in time management by saving therapists time on mundane duties such as stock taking which is all completed automatically, ensuring that therapists concentrate on customer service and training issues.

“This seems to be paying dividends as, in the few months since we opened, there is already a nucleus of regular customers from the local area plus an increasing number of visitors from hotel guests who enjoy the Elemis and Anne Semonin range of treatments and products.

“When we were planning our launch we were unsure how the spa would be received in the city, due to the apparent lack of knowledge and experience of 'spa' treatments. We were confident that there would be demand for the gym membership and personal training services as these are established products - but to our delight we have been incredibly successful with treatments too,” said Zoe.

### ‘Support Every Step of the Way’

“We are fortunate to have had the support of Premier Software Solutions as well as that of our product houses, particularly Elemis, and we have a great consultancy team in Topaz Spa & Leisure Limited who have been with us every step of the way.



“Topaz are so confident of the potential of the relaxation product that we are now planning to switch focus and commence a membership drive for the gym, with a fantastic membership package which will include free treatments

and a host of benefits within the hotel.”

### ‘Membership Transactions’

“The great thing about **Premier Spa+** is that it can handle all membership transactions with the same ease as stock control. The system holds our membership database and allows us to track usage patterns as well as any health club system.”

Chris Mallen, director of Premier Software Solutions, said: “Le Petit Spa has made the same discovery that many other successful companies within the health and beauty industry has made that client loyalty is the key to growing a business.

A huge number of salons and spas have turned to us to install a software system which will be personalized to reflect individual business processes, giving spa managers ultimate control over their business information.

**Le Petit Spa** opted for the sophisticated **Premier Spa+** package, which offers total integration with client records and a stock control system,” he said.

“The system updates personal client information automatically with each transaction they make, and has a powerful staff, room and equipment allocation system which eliminates double bookings and appointment errors. It may sound simple, but if a client finds there has been a mistake in their booking, they won’t come back. This system offers peace of mind in that respect.

### ‘Reviewing Staff Productivity’

Comprehensive management reports cover staff, clients and treatments, and there is a detailed staff/appointment analysis which allows managers to easily review staff productivity and ensure the business is running at optimum efficiency – an invaluable tool in the preliminary stages of a new venue,” said Chris.

“Le Petit Spa seems to have established a very successful spa in a very short space of time, and the future looks very bright.

We always advise our customers on the latest technology and update their systems accordingly, so as Le Petit Spa expands, the managers can be secure in the knowledge that every venue will have the most up-to-date system available to it,” he added.



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