How to safely reopen your spa

1. **Form a plan to keep employees and customers safe.**

   First and foremost you'll need to plan out all the extra measures you and your employees will take to ensure a safe experience. Make sure to carefully follow any local, state, or federal guidelines, but don't stop there. In addition to keeping people safe, "above and beyond" practices unique to your spa are a fantastic way to build your brand and separate you from the competition.

2. **Post safety protocols and information where people can read them loud and clear.**

   One major development from the COVID-19 crisis is new safety signage requirements from governments at all levels. Following proper procedures is critical to limiting the spread of disease. Raydiant has everything you need to create the bright, vivid signage your business needs to stay in compliance. Use one of thousands of templates to build safety signage that keeps customers feeling comfortable and employees on the same page.

3. **Make it easier for guests to wait for appointments outside your spa.**

   When it comes to the spread of disease, your waiting area is the most vulnerable part of your business. Fortunately, people are becoming more accustomed to waiting for food and services outside of businesses and even in their cars. Exterior digital signage can help you clearly display queuing information and "appointment ready" notices to help make safer waiting easier.

4. **Promote supplementary products and other alternate revenue sources.**

   Most spas already sell supplementary products like oils, lotions, skin care products, and other self-care items. Now is the time to double down on those efforts to generate additional revenue. Consider offering promotional deals, subscriptions, or combination packages. Use digital signage--which has been shown to influence spending--to promote these deals to your guests when they're already in-store and in the mood.

5. **Create a more satisfying experience to bring guests in and keep them coming back.**

   Ultimately, it's the guest experience that has the biggest effect on whether or not people recommend your business to friends or come back for more. With Raydiant, you'll have the best apps in the business for creating fulfilling customer experiences. In addition to beautiful, engaging displays, you can also use the Raydiant platform to provide your waiting areas and treatment rooms with soothing background music. With hundreds of mood-based playlists to choose from, you're sure to find just the tunes to fit your vibe.

We like to pamper our customers too.

Try Raydiant risk-free or request a demo today.