

## Continuous Professional Development

### Service Excellence for the Beauty & Wellness Industry

By Edward Wong, 13 June 2021

This Continuous Professional Development programme is conducted as a workshop for Service Providers, Therapists, Consultants, Receptionists, Supervisors, Managers, Owners and other stakeholders in Beauty and Wellness related service businesses.

Participants in this workshop shall qualify for the CPD requirements to renew registration on SWAS Registry of Complementary Therapists as well as to participate in the SWAS Excellence Star Awards.

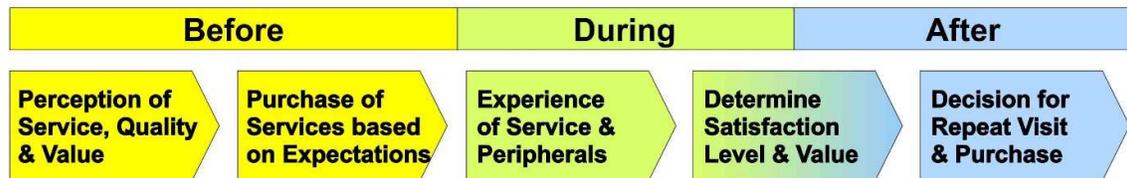
### Introduction

To a consumer, being able to enjoy purchasing and using a desired product or service, without any hassle or hiccup, should be a normal and expected experience.

**Customer service** is the support provided by businesses to consumers, before and after, to facilitate the purchase of products or services. Customer service should be an essential provision in every business to enable consumers shop with ease and to enjoy the experience of shopping and using the purchases.

**Service Excellence** refers to the ability of service providers in consistently meeting or exceeding the service expectations of customers.

### Basic Customer Journey Map for Beauty & Wellness Services



Created by Edward Wong, 2021

### Objective of this workshop

This workshop highlights the importance of Customer Service in the Beauty & Wellness Business and enables participants to better understand the **Essence of Service Excellence in increasing Customer Loyalty and Revenue for Service-oriented businesses.**

Participants will explore in the workshop the following factors based on the Basic Customer (Experience) Journey Map for Beauty and Wellness Services:

- Common Consumer issues with Customer Service,
- Quality Evaluation of Customer Service,

- Customer Expectations; Needs and Preferences,
- Customer Service vs Customer Experience,
- Common Mistakes made by Service Providers,
- How to handle Complaints and Dissatisfaction,
- Why Customers go back to the same Service Providers,

## **Workshop Leader**

Mr. Edward Wong has over 30 years of Management experience in Beauty & Wellness businesses including distribution of Beauty & Wellness Treatment Products and operating Beauty Spas.

Edward holds a Master's degree in Business Administration and Graduate Diploma in Management Studies. He has been a trainer and assessor for CIBTAC UK Level 4 Diploma in Salon Management courses (2009 - 2016) and Internal Verifier of BTEC UK Beauty related courses. Edward is also a Council member of the Institute of Management Consultants (Singapore) and the Lead Assessor for the Registered Management Consultants training course.