

THE ADDITION OF MIND/BODY WELLNESS TECHNOLOGIES IN SERVICE DESIGN

Technology is ushering a new spa experience that uses the best of the translation of science to arrive at wellness benefits to the spa-goer, with accelerated and amplified benefits. By Alina M. Hernandez, Award-Winning Innovator and Wellness Program Creator



By now, we've all heard about treatment experiences that utilize technologies, such as red light, vibroacoustics, far-infrared, vacuum, and so much more. The area is so new that both ends of the wellness delivery pipeline—from owner/operators to the wellness consumer—are challenged to understand use, benefits, and most importantly, how these fit into the traditional spa and wellness service delivery.

More than a trend, a major shift in wellbeing services delivery

For more than three decades, the spa experience was all about relaxation and services delivered by therapists or other service providers. Enter the conditions of the age of evidence-based wellness, technology and the “Experience Economy,” and the industry is ripe for disruption and innovation.

According to the Interaction Design Foundation, “Service design is the activity of planning and arranging people, infrastructure, communication, and material components of a service in order to improve its quality, and the interaction between the service provider and its users.” In other words, in the Age of Digital, technology is ushering a new spa experience—one that uses the best of the translation of science to arrive at wellness benefits to the spa-goer—with accelerated and amplified benefits. At the heart of this stands mind/body wellness technologies to deliver these services in new and exciting ways.

Look for increasing integration of wellness services using these technologies, both driven by changing consumer mindsets and demands for technologies. This, together with the increasing operational challenges of staff shortages, absenteeism, and presenteeism, is leaving the ground ripe for innovation in the way in which these are created. In other words, a new thinking in how we design our spa services, using mind/body technologies to seamlessly create a journey that is meaningful, engaging, and provides high value spend.

Mind/Body Wellness Technology as Part of a New Hybrid Guest Journey

How are these technologies set to improve operational challenges and

deliver up-to-double-digit percentages from traditional service? The answer can be found in the way we design services to fully integrate mind/body technologies to create excitement, elevate the experience of spa, and bring the spa-goer high wellness benefit for their spend in shorter delivery time windows and evidence-based benefits.

Think of creating activities that marry well with technologies or even stacking different therapist-led services with technologies in the traditional slot times led by therapists. This can create multipliers for operators while lowering the operational challenges of absenteeism and presenteeism.

In planning new experiences in the spa, consider:

- What is the total effect I want to achieve with the journey and delivery of the service?
- How might I create the guest journey (service design) in its totality?
- How can I be efficient while combining the best of what service providers offer (human touch) with technologies?
- What pain points or problems am I helping the consumer alleviate? The bandwidth is wide, so think carefully and work with brands that understand the art of combining tech and traditional spa services.
- Seek inspiration in the visual, performing, and culinary arts to infuse excitement, and re-invent existing offerings or imagine something completely different in new ones.

Going forward, a winning combination is in re-thinking service delivery using mind/body technologies—an incredible opportunity to re-imagine the spa experience while creating more relevance, inspiration, and delight—while increasing ROI and offering fresh new experiences that will leave lasting memories for the wellness consumer.



BIO: Alina Hernandez is an award-winning innovator and wellness program creator, certified design thinker, Mayo Clinic-certified health and wellness coach, advisory board member, and co-chair of the touchless and mental wellness initiatives of the Global Wellness Institute.



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