

Loyalty Drivers for International Spa

- **Client Objective:** International Spa looking to grow customer lifetime value and increase referral rates needed to understand key drivers of loyalty and perception of their brand and spa experience relative to competitors
- **Grail Research Approach:** Developed and executed a primary research study of spa's clients in 5 major cities to gather the insight needed to take action toward achieving these objectives



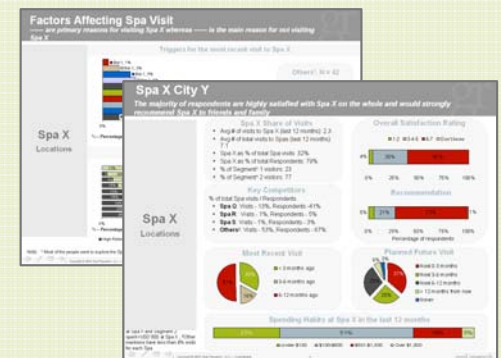
Coordinated with 5 independent operating units to define objectives and develop survey

3 days



Fielded survey to 900+ customers across 5 locations at time of spa visit

7 days



Analyzed data and highlighted key findings through location-specific scorecards; delivered insights on visitation trends, spending, and perception of a valued spa experience

7 days