

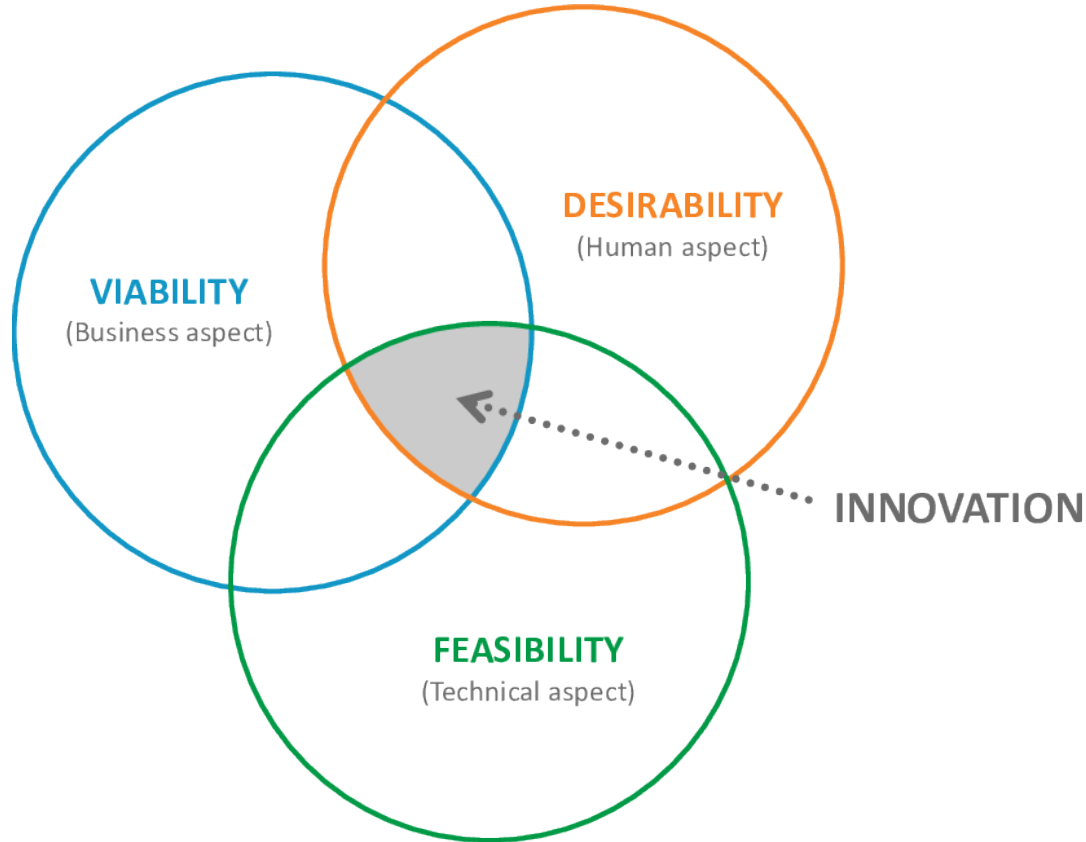
innovative spa experience design

Sunai Wachirawarakarn
Spanovator
Peninsula Bangkok, Thailand

What is innovation?



What make innovation being successful?





why does spa need innovation?

why does spa need innovation?



*Better Clients
value*

*Competitive
advantage*

*Higher
Profitability*

Sustainability

*Growth
Strategy*

Asia's Top R&D Spenders

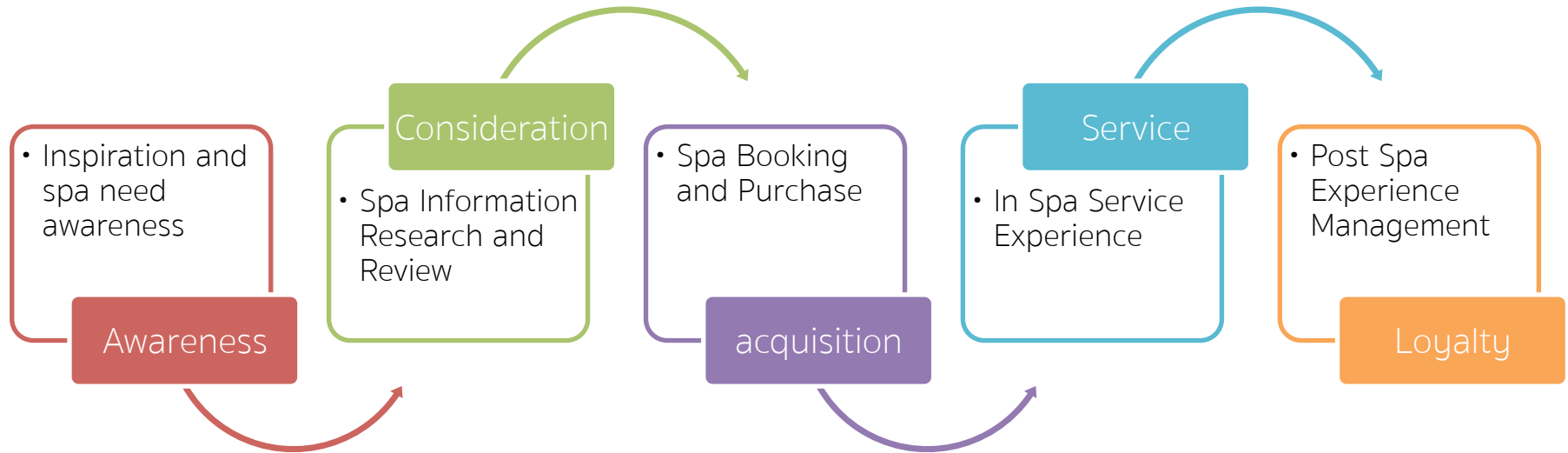
2017 Rank ▲	Company Name ▲	Country ▲	Industry group ▲	R&D Expenditures (\$US Billions)		Revenue (\$US Billions)		R&D Intensity	
				2016 ▲	2017 ▲	2016 ▲	2017 ▲	2016 ▲	2017 ▲
56	Alibaba Group Holding Limited	China	Software and Services	2.0	2.5	14.7	23.0	13.6%	10.8%
75	ZTE Corporation	China	Technology Hardware and E...	1.8	1.8	14.4	14.6	12.2%	12.6%
81	Tencent Holdings Limited	China	Software and Services	1.3	1.7	14.8	21.9	8.8%	7.8%
87	PetroChina Company Limited	China	Energy	1.7	1.6	248.5	232.9	0.7%	0.7%
94	China State Construction E...	China	Capital Goods	1.2	1.5	126.8	138.2	0.9%	1.1%
99	Baidu, Inc.	China	Software and Services	1.5	1.5	9.6	10.2	15.3%	14.4%
108	CRRC Corporation Limited	China	Capital Goods	1.4	1.4	34.8	33.1	4.1%	4.2%
111	China Railway Construction ...	China	Capital Goods	1.3	1.4	86.5	90.6	1.5%	1.5%
112	SAIC Motor Corporation Lim...	China	Automobiles and Components	1.2	1.4	95.4	107.6	1.3%	1.3%
123	China Communications Con...	China	Capital Goods	1.0	1.1	58.2	62.2	1.8%	1.8%
126	Ctrip.com International, Ltd.	China	Retailing	0.5	1.1	1.6	2.8	30.3%	40.0%

Source: The 2017 Global Innovation 1000 study by PWC

How do we design innovative spa experience?



What is spa customers experience journey?



Define your Spa Customers Experience Touch point



Design your Spa Customers Experience Touch point



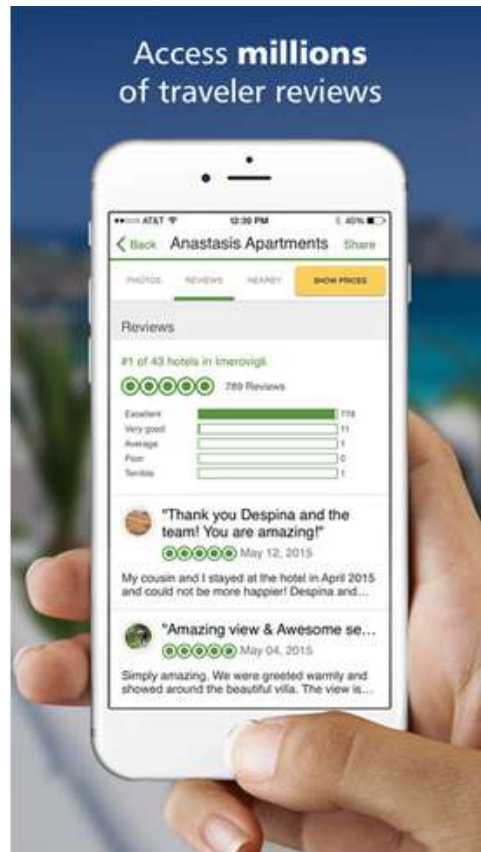
Design your Spa Customers Experience Touch point

Awareness



Design your Spa Customers Experience Touch point

consideration

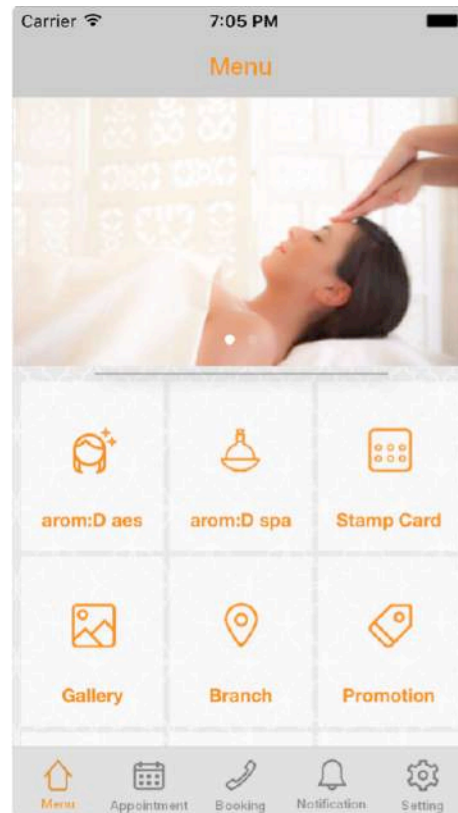


Design your Spa Customers Experience Touch point

acquisition



Mr. BANGKOK - Nongkhai Thungkai		Select Treatment	
Name *		Email *	
Date	Treatment time	Phone *	Number of Guests
Remark			



what spa service experience is?



service

innovative spa experience design : **welcome**

arom:D
life



service

innovative spa experience design : **consultation**

arom:D
life



service

innovative spa experience design : treatment

arom:D
life



#MuayThaiMassage



service

innovative spa experience design : **treatment**

arom:D
life



#MuayThaiMassage

service

innovative spa experience design : post treatment

arom:D
life



service

innovative spa experience design : post treatment

arom:D
life



loyalty

innovative spa experience design :
review and repurchase

arom:D
life



INCENTIVES FOR
CLIENT ACQUISITION
- FRIENDS & FAMILY.



INCENTIVES FOR
PURCHASING MULTIPLE
ITEMS.



INCENTIVES FOR
OPTING IN TO MOBILE
MARKETING.



BONUSES FOR
VISITING DURING
TYPICALLY SLOW
DAYS/TIMES.



USING COMMUNITY
TO DRIVE BUSINESS.



“INNOVATION IS SEEING
WHAT EVERYBODY HAS
SEEN AND THINKING
WHAT NOBODY HAS
THOUGHT.”

Dr Albert Szent-Györgyi

discovered vitamin C

wazoku



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