



Tech in Retrospect

Top-notch customer service will never go out of style, but technology sure does transform in 20 years! If you've been in business even half as long as we have, you know that some aspects of running a spa have changed pretty drastically in the last two decades. We took a look back at exactly how much being a business owner has evolved since the mid-90s.

Then

You had to pay for two phone lines, to make sure faxes with important supplier and transactional information could be sent and received.

Employees sent you a beep or page to alert you, then had to wait for your call.

You were probably installing the second upgraded version of a desktop computer at your spa's front desk.

You'd frequently spend hours burning 16-track CDs with carefully selected, soothing spa music to load into your five-disc player.

To drum up business, you ran small ads with your local newspapers and sent out hundreds of mailings with brochures and spa menus.

Filing cabinets lined your office, filled with endless reams of paperwork, including employee and client records.

Front desk staff had to dial each client individually to confirm the next day's appointments.

You were beginning to handle more daily communication via email; but you hated when those joke chains came through to your work address.

Important business-related questions could be typed into Ask.com; otherwise they had to be asked in person.

Your front desk computer came with a strict "no logging into Myspace" rule for all employees.

Hiring requirements for your staff? Excellent penmanship—and skilled White Out use!

For security, you set up bulky VHS security cameras, and tried to remember to switch out the tape each day.

Now

You process orders and conduct business via email. And if you need to make a copy? Take a smartphone photo of it instead!

A quick iMessage or email is all it takes to communicate with your staff.

Forget bulky hardware—you can even run your spa from tablets and smartphones!

Internet radio stations and endless, 100-hour playlists make infinite tracks easily accessible—and customizable for each client.

Digital Facebook, Google and Yelp Ads, plus a savvy social media team, help to ensure a consistent new customer base.

You save all that information—and more—in the cloud, of course!

Emails, texts and calls are sent with the simple touch of a button.

You send dozens of brief but business-like emails—via your phone, computer, tablet and Apple Watch—every day.

The internet is a neverending source of business info, and "Google it" is a term everyone, regardless of age or profession, knows well!

Keeping your staff off Facebook, Twitter, Instagram, Snapchat, Google+ or Pinterest is practically impossible!

Speedy typing and avid social media skills, plus experience with online booking, are modern-day must-haves.

Tiny digital cameras rest unnoticed and untouched, each with thousands of hours of footage.