

Delivering “The Best Hour of the Month” through CX-driven leadership

Xcellence Spotlight:
HAND & STONE®



Background (Data + Insights)

Hand & Stone has **embedded customer experience into the core of its strategic vision**, aligning loyalty, operations, and leadership around delivering a consistently exceptional spa experience. With a strong focus on membership growth and retention, the brand partners with SMG to continuously evaluate and **optimize the end-to-end guest journey**.

By integrating multiple feedback sources and leveraging SMG’s AI-powered text analytics, Hand & Stone identified key drivers of loyalty, satisfaction, and long-term value.

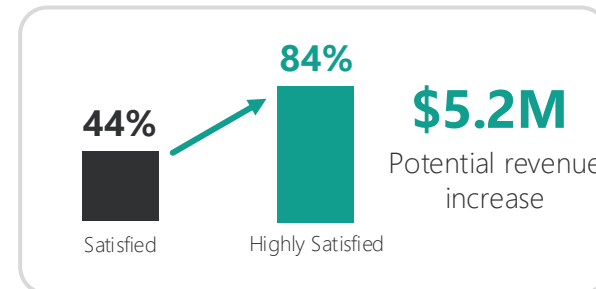
A major insight emerged: delivering a highly personalized, seamless experience—from booking through post-service—is critical to reinforcing membership value and achieving their promise of “The Best Hour of the Month.”

Action

- Implemented an **enhanced CX measurement strategy**, including a 2025 survey overhaul focused on service standards tied to delivering a 5-star experience.
- **Built a unified view of the guest journey** by integrating multiple feedback channels, enriched with AI-powered text analytics.
- **Prioritized loyalty and membership metrics** after each visit to better understand drivers of retention, repeat bookings, and upsell opportunities.
- Invested in a **digitally optimized experience**, including enhancements to its mobile app and online booking journey.
- **Embedded CX as a core success metric** across corporate and franchise operations.

Results

- **Higher repeat visits and stronger membership retention** linked to guest satisfaction.
- **Improved guest advocacy**, through personalized, attentive care.
- **Stronger business outcomes** driven by consistent, high-quality service.
- **Enhanced ability to act on key drivers** through service history reviews and targeted offers.



Next Steps

Hand & Stone will continue to evolve its CX program by **deepening its focus on service standards and personalization**, using insights to **further optimize the guest journey**. With CX firmly embedded as a strategic pillar, the brand is committed to **scaling its approach across corporate and franchise locations**—ensuring every guest consistently experiences “The Best Hour of the Month.”

