



Wayspa.com books appointments for more than 200 North American spas, including (clockwise from top) The Spa at Sedona Rouge (Sedona, AZ), Milk + Honey (Austin, TX), and Body by Brooklyn (Brooklyn, NY).

## taking the **easy way**

Want to reach more customers with the click of a mouse? Wayspa.com, a spa booking agency and one of Canada's fastest growing online companies, recently expanded its spa offerings to include more than 200 leading North American spas. **Lather Spa** (New York City), **The Spa at The Windsor Arms** (Toronto), and **Away Spa** at the W Hotel (Montreal) are just some of the partner spas. After choosing from Wayspa.com's spas and services, clients receive an email booking confirmation, which they then print and take to the selected spa. For those wishing assistance in choosing either a spa or treatment, spa concierges are available to help with the selection process. Also offering online gift certificates, the company books an average of 3,500 spa treatments a month. "Customers can book day spa treatments, couples' treatments, spa parties, and spa getaways across North America at one central location," says Jeremy Creed, president and CEO of Wayspa.com. "Our customers are telling us that they want convenience and ease when booking their spa treatments, and Wayspa.com delivers on that as well as on price." [www.wayspa.com](http://www.wayspa.com).—*H.M.*

### Hurdles to Overcome

The biggest challenges facing companies trying to expand their businesses are customer service issues and finding and retaining good employees, according to the 2006 Annual Customer Survey from Signature Worldwide, a provider of training and business solutions. Signature customers are not alone in facing these problems. A University of Michigan American Customer Satisfaction Index reveals that customer service satisfaction nationwide is at a two-year low, and companies are expected to have spent \$36.5 billion on tools and services in this area in 2006. "In today's world, it's all about the customer's experience," says Signature marketing manager Myra Mash. To tackle both employee and customer service issues, Signature offers a selection of customer-management training programs to aid in teaching sales and customer service skills to improve employee behaviors and attitudes. The more than 2,000 Signature consumers worldwide who responded to the web-based survey, hosted by MQA Research, also cited staying ahead of the competition and reaching new business segments as additional challenges. [www.signatureworldwide.com](http://www.signatureworldwide.com).—*S.B.*