Head Massage

BRUNO BRÊDA/ALICE ROCHE/ ARTHUR LINS

Summary

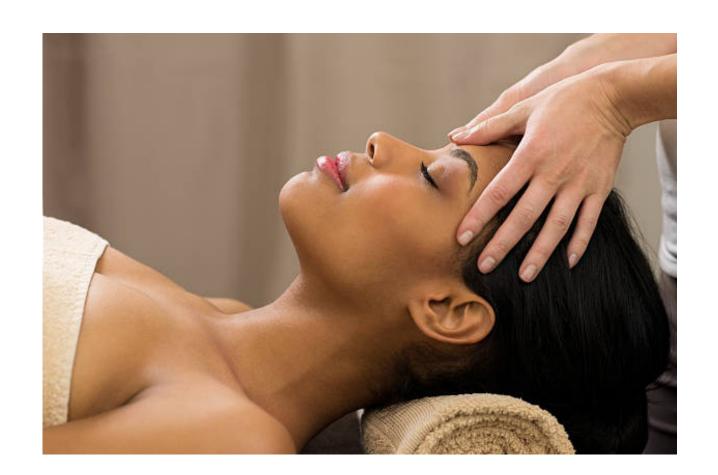
INTRO

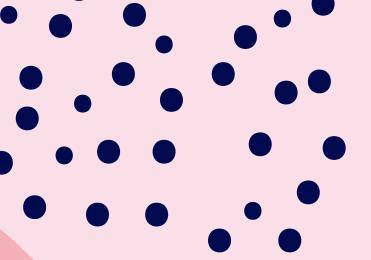
CUSTOMER JOURNEY

STADE MESSAGE JOURNEY

Intro

A scalp massage, or head massage, is a therapeutic technique designed to target the head, neck, and shoulders, with the aim of releasing tension, enhancing circulation, stimulating hair growth, and inducing relaxation. This massage typically involves gentle kneading, rubbing, and targeted pressure application. Ultimately, the service aims to alleviate stress, diminish headaches, uplift mood, and improve overall well-being. Our experts deliver exceptional quality, drawing from their extensive knowledge acquired from diverse cultural backgrounds through our comprehensive training programs.



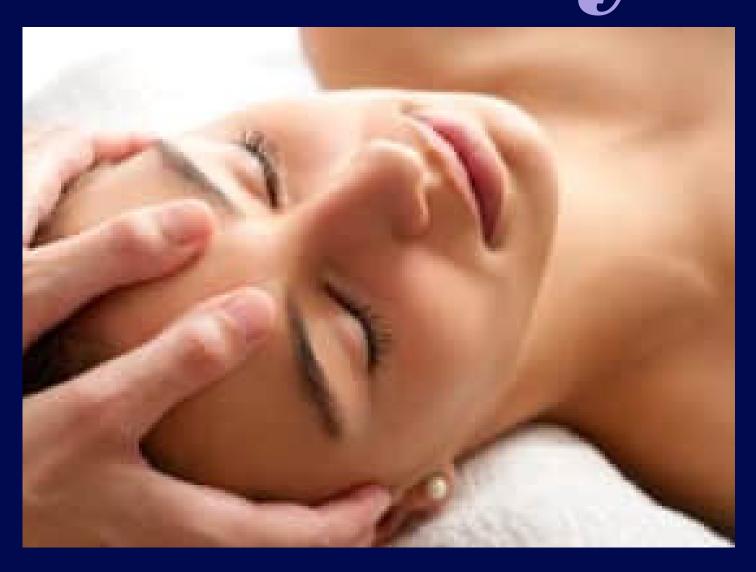


Customer Journey

÷Ö.	See the ads	"Onboarding"	Interested	Buy	Give feedback
User Actions (Activities)	See the ads and interested	Give a call to customer service team for product	They ask for promotion	Decided to buy because of discount	Products help them
Teachgodist (Diteraction Points)	Good for heath	See the guarantee of the product and price	Promotions	Decided to buy	Give a review
Santiments (Thought Buttien)	Looks nice	Value	Seems to be in a limited time for good price	I have to invest in this product	This is value!
.3			DELIGHTED		
90	Try to use the product		word of mouth NEUTRAL		
3 g	FRUSTRATED				
Penable Saktions Sport-order to Peprior the experience)			She gives a good review		

TV Show Ads Email Instragram/Tiktok ads : Free shipping fee if buy 2 Head massages Instore promotion Online Shipping Ads : Limited Offer, discount in show time : Get feedback, premium customer and keep in touch with customer

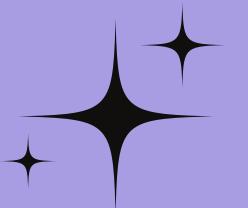
Stage Message Journey

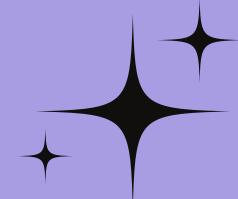


strategies to address the top 5 reasons customers might decline a head massage:

- 1. **Discomfort:**
 - Initiate a thorough consultation beforehand to understand the client's comfort preferences and any sensitivities.
- Train therapists to offer customizable massage techniques, allowing for adjustments in pressure and touch based on individual needs.
- 2. **Hair Concerns:**
 - Prioritize open communication by discussing hairstyle concerns before the massage begins.
 - Inquire about the desired hairstyle post-massage to ensure client satisfaction and comfort.
- 3. **Personal Space:**
 - Clearly outline the massage procedure step-by-step to alleviate any discomfort or uncertainty.
 Stress the importance of client consent and empowerment throughout the session.
- 4. **Cost:**
- Present package deals that bundle the head massage with other services at discounted rates, providing added value to clients.
 - Introduce special promotions or discounts during less busy hours to make the service more financially accessible.
- 5. **Time Constraints:**
 - Offer shorter duration massage sessions tailored to clients with limited time availability.
- Provide flexible scheduling options, including early morning or late evening appointments, to accommodate diverse schedules and preferences.

By implementing these tailored approaches, you can effectively address common objections and create a more welcoming environment for clients considering a head massage.





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