

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



TV Show Ads

Email

Instagram/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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**Contact
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thank you
for your
attention**

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