

Rest Recovery — Client Experience & Wellness Visit Flow SOP

Purpose: Ensure every guest receives the same elevated, restorative, and professional experience across all Rest Recovery locations.

Core Philosophy

The Rest Recovery experience should feel luxurious yet approachable, with calm energy and seamless transitions between modalities. Every guest interaction must be intentional, personalized, and consistent with our brand: 'Rest Recovery — Where Wellness Levels Up.'

Client Experience Standards — Greeting & Check-In

- Greet every guest within 5 seconds of entering.
- Smile, make eye contact, and use a calm tone.
- Say: 'Welcome to Rest Recovery — have you been here before?'
- For new clients, explain the Wellness Visit circuit and offer a tour.
- Provide slippers, robe, and locker key or storage space.

Pre-Session Setup

- Offer complimentary bottled water.
- Ask about any injuries, pregnancy, or conditions.
- Guide guest to Compression area to start the circuit.
- Review the Wellness Visit flow: Compression → Sauna → Cold Plunge → Sauna → Cold Plunge → Red Light.
- Remind them this circuit supports circulation, detoxification, and recovery.

During the Visit — The Wellness Circuit

Compression Therapy (10 min) — Set pressure based on comfort. Benefits: lymphatic drainage, circulation, pre-heat.

Infrared Sauna (15 min) — Preheat to 145–155°F. Explain infrared benefits: cellular detox and improved metabolism.

Cold Plunge (2–3 min) — Water 39–50°F. Guide safe entry and breathing. Benefits: inflammation reduction and mood boost.

Return to Sauna (15 min) — Encourage relaxation and deep breathing.

Second Cold Plunge (2–3 min) — Focus on mental clarity and endurance.

Red Light Therapy (15 min) — Panels 8–12 inches from skin. Explain mitochondrial and collagen benefits.

Optional Add-Ons

- PEMF Therapy (20–30 min) — targeted pain and recovery.
- Salt Room (30 min) — respiratory and skin rejuvenation.
- Float Spa (60–90 min) — sensory relaxation and Epsom detox.
- Hyperbaric Chamber (60–90 min) — oxygen saturation and cellular healing.

Post-Session Experience

- Offer chilled towels, electrolytes, or water.
- Escort guest to lounge for cooldown.
- Ask: 'How are you feeling after your circuit?'
- Explain post-session benefits (better sleep, energy, reduced soreness).
- Encourage consistent sessions 3–5x weekly.

Membership & Upsell Script

"Most clients visit 3–5 times per week. Our memberships make that easy — unlimited visits for \$149/month, \$199 couples, or \$249 family. You can also upgrade to include Float or Hyperbaric sessions for deeper recovery."
If the guest doesn't sign up, log them in CRM for a 48-hour follow-up.

Cleanliness During & After Visit

- Reset each area immediately after use: replace towels and robes, wipe surfaces, and sanitize equipment.
- Maintain ambient music and clean scent.
- Ensure zero downtime between clients in main areas.

Accountability

- Staff must initial the Daily Client Experience Checklist after resetting areas.
- Manager reviews guest feedback daily.
- Weekly mystery guest evaluations optional for quality control.