

INIATING ENVIRONMENTALLY-FRIENDLY MARKETING CAMPAIGNS: Marketing Ethical Cosmetics in Spa-facilities

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<p>Abstract</p> <p>The study's objective was to research on the customer relationship management practices applied in service-oriented businesses and make justifiable recommendations intended to further improve and apply as well as use these significant undertakings. This initiative was implemented by applying customer relationship management principles and by analysing the effects of marketing ethical and environmental friendly products and services in a spa facility. The case firm is a beauty and cosmetics facility located in Kuopio, Finland.</p> <p>The study adopts a mixed-methods methodology. Quantitative data was received by using structured questionnaires directed to the company's clientele and qualitative data from semi-structured interviews with the entrepreneur. In the campaign, the ethicalness of the products used in the day spa and environmental awareness of the premises was emphasized to the customers to demonstrate that the quality of customer service provided in the company was regarded as one of the key aspects contributing to business success. Also the customers where emphasized on with the fact that the service which they receive is on a deeper level than just only on the surface.</p> <p>A feedback system was implemented to collect feedback and answers from the campaign. The research was conducted in three phases from February to April 2012, and gathered results analyzed and visually present in graphical format. The answer percentage from each feedback form was estimated to be over 80% and this makes the research reliable take from the target group. As a recommendation and conclusion to the project the customer experience was enhanced and the development in the customer relation system was successful and profitable to the entrepreneur.</p>		
Keywords Marketing campaign, Customer relationship management, Customer loyalty, Long term customer relations		
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<p>Tiivistelmä</p> <p>Opinnäytetyön tavoitteena oli parantaa ja keskittyä Kuopiolaisen kauneushoitolan jo olemassa olevien asiakassuhteiden hallintaan ja ylläpitoon. Tutkimuksen kohteena oli asiakkaiden luottamus yrittäjän ammattitaitoon ja kanta-asiakkaidensa tuntemus. Kanta-asiakkaat huomioitiin uuden kasvohoidon erikoistarjouksella, jota käytettiin markkinakampanjassa. Kampanjalla tutkittiin myös tehokkainta kanavaa asiakkaiden kanssa kommunikointiin.</p> <p>Tutkimusmenetelminä käytettiin jäsennettyä asiakaskyselyä kvantitatiivisten tulosten keräämiseen. Osittain jäsennettyjä kysymyksiä käytettiin yrittäjän haastattelussa kvalitatiivisten tulosten saamiseen. Tutkimus suoritettiin kolmessa osassa helmi – huhtikuun 2012 aikana. Asiakas palaute sekä asiakaskysely otettiin käyttöön helmikuussa 2012 jotta tuloksia saataisiin mahdollisimman kattavasti. Tulosten keräämismenetelmä todettiin onnistuneeksi. Asiakaskyselyt osoittivat, että asiakassuhteisiin panostaminen oli kannattavaa ja tuottavaa yrittäjälle. Tutkimusten mukaan asiakkaat kokeilevat helposti uutuustuotteita yrittäjän suosituksesta pitkäaikaisen asiakkuuden tuoman luottamuksen perusteella. Kampanjassa myös tuotiin esiin kauneushoitolan ympäristön huomiointi ja hoidossa käytettyjen tuotteiden eettisyys, jolla oli tarkoitus tuoda esiin se, että asiakkaita palvellaan myös pintaa syvemmällä tasolla.</p> <p>Kyselyn eri osiin saatiin kaikkiin vastausprosentiksi yli 80 %, joka tukee tutkimuksen luotettavuutta. Tutkimus tulokset analysoitiin visuaaliseen muotoon ja sanallinen analyysi tuki diagrammi esitystä. Tulokset osoittivat, että yrityksen panostus asiakassuhteisiin ja asiakastyytyvyyteen on pitkäkatseisesti kannattavaa ja myös taloudellisesti tuottavaa yritykselle.</p>		
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Figures List

Figure 1.

(a) Inside premises of RVB Beauty Clinic – Kauneushoitola Sirpa Lyytinen

(b) Out front of the premises RVB Beauty Clinic – Kauneushoitola Sirpa Lyytinen; by Paula Niiranen

Figure 2.

(a) An electronic customer feedback system in retails use

(b) A customer feedback system implement in RVB Beauty Clinic – Kauneushoitola Sirpa Lyytinen;
by Paula Niiranen

Figure 3. Advertisement Leaflet; by Paula Niiranen

Figure 4. One Care products; by Camilla Aho

Figure 5. ORO NERO products; by Camilla Aho

Figure6. Diagram of difference of Customer review answers compared to questionnaire

Table List

Table 1. Diagram of answer distribution of the customer loyalty questionnaire and monthly customer review

Table 2. Diagram of answer distribution of the customer loyalty questionnaire

Table 3. Diagram of answer distribution in question 4. in customer loyalty questionnaire

List of Appendixes

Appendix 1. February customer review question in Finnish

Appendix 2. March customer review question in Finnish

Appendix 3. April customer review question in Finnish

Appendix 4. Customer Loyalty Questionnaire in Finnish

Appendix 5. Customer Loyalty Questionnaire in English

Appendix 6. Picture and text campaign collage of the history of RVB Beauty Clinic – Kauneushoitola Sirpa Lyytinen premises

Appendix 7. Picture and text campaign collage of current use of RVB Beauty Clinic – Kauneushoitola Sirpa Lyytinen premises

Index

1 Introduction	2
1.1 Project Plan	3
1.2 Research Background	5
2 Case Firm Introduction	6
2.1 The Premises	7
2.1.2 Environmental Friendliness	7
2.2 RVB Products and Description	8
2.2.1 Mission, Goals and Objectives	8
2.2.2 RVB Beauty Clinics	9
3.1 Customer relationship management	11
3.2 Advertising and marketing	14
4 Methodology	15
4.1 Tentative Results	17
4.1.2 Customer review and feedback	17
4.1.3 Customer review questions and periods	19
4.1.4 Customer loyalty questionnaire	20
5 Results Discussion	21
5.1 Marketing Plan	21
5.2 Marketed treatments	24
5.2.1 Combined facial treatment	27
5.3 Customer review results	28
5.3.1 Customer loyalty questionnaire results compared to customer review	29
5.3.2 Analyses of customer review results	30
5.4 Analyses and results of customer mailing effects	32
5.5 Results and analyses of customer loyalty questionnaire	33
5.5.1 Multiple question results and analyses	35
6 Conclusion and Recommendation	37
6.1 Conclusion	37
6.2 Recommendations	38
7 Project Summary	39
References	40
Appendix 1	41
Appendix 2	42
Appendix 3	43
Appendix 4	44
Appendix 5	46
Appendix 6	48
Appendix 7	49

1 Introduction

Beauty is recognized and pursued all over the world. Now as more and more sustainability issues are brought up and our ways of consumption are questioned the beauty industry is facing the challenges as well. How to market and provide beauty treatments and products to customers from sustainable stand-points? Who to promote healthier living and ways to protect the skin and body from the pollution that all of us are surrounded by? What alternatives are available to plastic surgery? There are also questions about packaging usages of water and chemicals brought up in these discussions like in the annual Sustainable Cosmetics Summit last held in New York 12-14 May 2011.

(<http://www.sustainablecosmeticssummit.com/>, 2012)

Because of these issues, the topic of sustainability and beauty as well as customer relationship management are contemporary topics and are interesting for further examination. The opportunity to market a beauty product line and to enhance and progress the customer relationship management by combining it with functional and sustainable facilities seemed to an appropriate topic for bachelor's thesis. This argument was believed to be substantive, as the objectives of this for the thesis project were enhancement of customer loyalty and customer relationship management within the loyal customer group of the company.

According to LeBoeuf (2000), customer relationship management is a fundamental platform for increasing customer loyalty and creating long term customer relations as well as loyal customer clientele to the company and trust between the entrepreneur and customer. In the thesis project the case firm was a beauty and cosmetics day spa facility specializing in ethical products. The firm operates within the cosmetics industry in Kuopio, Finland.

The company offered an opportunity to work with these current topics and wanted an emphasis on customer relationship management and to raise awareness of these ethical issues in the beauty and cosmetics industry.

To tackle the research problem, a marketing campaign was initiated to the entrepreneur. The plan consisted of selected treatments provided by the day spa, together with the supportive facility features of the company. The possibility of bringing out ethical, softer and less radical beauty treatments supported by facilities following and supporting the principles of a European beauty line was justifiable.

1.1 Project Plan

The objectives of the Bachelor's Thesis were to enhance the already existing customer relations of the case firm, Kauneushoitola Sirpa Lyytinen, a beauty and cosmetics facility located in Kuopio, Finland. The core aims were to support a long- term oriented customer relationship system by offering a discounted treatment for the newly introduced eco-friendly products to the loyal customer clientele of the day spa. The added value was also provided to the customer in the day spa during the campaign period by telling about the allergic friendly and sustainable premises of the day spa as well as about the ethicalness of the RVB (research, value, beauty) products used in the treatments. The research for the sustainability of the premises as well as the products line was accomplished and combined to support the marketing theory used in the project.

Based on this information a marketing plan for the company was created and loyal customer relationship management was enhanced.

The marketing objectives were set with the entrepreneur and discounted services were selected to support the customer relationship management and to bring out new treatments specially offered to the loyal customer clientele.

A customer feedback system was implemented in the beginning of February 2012 to get results of the usages of the offered ORO NERO treatment before the campaign. The feedback was also collected during and after the campaign to get opinionative comments of the treatment and comparative results throughout the project. The marketing campaign results were analysed in February 2012 after the campaign and compared with the customer feedback received in March 2012. The marketing campaign was implemented during March 2012 when customer mailing was also done.

The discount offer was added to the mailings and by this way the marketing was targeted only to the customers in the company data base of loyal customer clientele. This was to secure the selectivity and personalization of the offer and to enhance the customer relationships of the company had so the results received from the mailings was interesting and beneficial information to the entrepreneur.

1.2 Research Background

During January 2012, the background research and first meeting and interview with the client were established. From there marketing goals and objectives for the campaign were determined with the client. A customer feedback system was created and the implementation planned for feedback gathering from the clientele.

In February 2012 the main advertising campaign was planned and a sketch for the advertisement was created. Also collection of the pre-campaign customer feedback from the product and service knowledge was also started.

During March 2012, the marketing campaign was implemented and customer mailings were sent out to the customers. The feedback and monitoring process was continued simultaneously during the campaign and research period.

During April 2012, the final feedback results were received and analysed to meet the goals and objectives of the project. In this phase of the project, the validity of the results was verified.

2 Case Firm Introduction

The case firm, Kauneushoitola Sirpa Lyytinen, is named after the entrepreneur, Ms. Sirpa Lyytinen. She has owned the facility, a day spa and RVB Beauty Clinic for nearly 10 years providing RVB Beauty service to her customers; RVB is an acronym representing: Research, Value and Beauty and is an Italian cosmetics producer. Currently, Ms. Lyytinen's loyal clientele consists of about 120 customers from which a dozen are male customers. In average, she has about 10-20 customers weekly depending on the booked treatments. Kauneushoitola Sirpa Lyytinen has a monopoly position with RVB products in Kuopio, Finland and she wants to keep it that way by providing all the treatments and products available from the importer to her customers. As part of the RBV Beauty Clinics operational philosophy, there are bimonthly meetings and continuing training available to the entrepreneurs to support their work and keep the services as up to date as possible in each individual unit of the Beauty Clinics.

Ms. Sirpa Lyytinen was interested in customer relationship management and has worked for it by methods most familiar and easily implementable for her. She wanted to keep the clientele in such measures that she could perform all the treatments and personally serve her customers and stay as the primary entrepreneur without hiring additional staff to the company.

She aims at providing overall wellbeing and long lasting experience of beauty for her customers and to create long lasting customer relationships. To start the private treatment series for each individual customer, each customer at the Beauty Clinic has their own plan for the treatments done to them on the first treatment visit. With this plan the treatments are personalized to reach customers expectations. A more detailed description of the facility can be found at the following URL: (<http://www.kauneushoitolasirpalyytinen.fi/>)

2.1 The Premises

2.1.2 Environmental Friendliness

The premises of the day spa are easily accessible right in the city centre and in an old Jugend style building apartment from late 1880 that has been renovated to suit the facilities of the day spa. The original look of the building has been maintained and the feel of history is experienced in the facilities. There are energy saving lamps used in the premises and all the treatments conducted are completely carried out by hand and no mechanical treatments are used in this RVB Beauty Clinic. As well as the products used in the day spa the cleaning and maintenance products are suitable for application in allergy free environments and also ecological and environmentally friendly. Hyvä Olo -cleaning product line is used in the facilities and the products are purchased locally from an eco-friendly store Elämän Lanka where refills are available to customers for their already existing containers. Appropriate disinfectants are also used according to the sanitary purposes of the instruments used in the treatments.

According to Finnish Allergy and Asthma Association, for countries advocating for high standard of living, 2-3% of the population suffers from perfume related allergies and about 10% of Finnish population suffers reactions from cosmetics. These allergic symptoms can appear as skin irritations in any areas of the body and the exact cause of the allergies is difficult to define. Because of these reasons the premises of Kauneushoitola Sirpa Lyytinen has minimized all the allergy causing elements at the Beauty Clinic to cater for all her customers and secure their health in the premises. The applied eco-friendly practices include specialized air-conditioning, eco- friendly cleaning and beauty products to all beauty products used in the premises.

For the beauty treatments RVB products are exclusively used and cleaning product lines are not changed very often. See for example (www.allergia.fi, 2012). The premises outlook can further be visualized from the succeeding pictorial, figure 1.



(a)Day spa customer premises (b) Building of the day spa
Figure 1. The premises a glance

2.2 RVB Products and Description

2.2.1 Mission, Goals and Objectives

The RVB product line has a history in the beauty and cosmetics industry for fifty years and in the 1970's it started to have a steadier foot hold in the beauty industry. Currently RVB is one of the leading companies in the Italian beauty industry as well as in European cosmetics, and belongs to AGGF Cosmetic Group along with diego dalla palma. As their goal RVB wants to provide high quality beauty service and professional treatments to their customers and to create a well chose team of professional to pursue this goal with them.

RVB represents Research, Value and Beauty and their mission according to their website www.rvb.eu is presented as:

To understand women. Every company has a mission, and that of RVB is extremely pleasant: to study beauty, to assess its canons in relationship to the times, and help women all over the world become even more beautiful.

To carry out research starting from what already exists in nature, but never to rest on its laurels. Research, together with most up to date technologies, is one of the instruments that RVB uses to launch new product lines, always more effective and more up to date. The goal is to offer complete solutions and complete range of products so that beauty doesn't remain as abstract concept.

RVB has chosen beauty centres as privileged partners, to construct a relationship based on trust and to reach mutual success.

Together with the centres it continues to pursue its mission of understanding and satisfying the need for beauty in the world.

(RVB, 2012)

2.2.2 RVB Beauty Clinics

Kauneushoitola, Day Spa, Sirpa Lyytinen is acknowledged as one of the 25 RBV Beauty Clinics in Finland providing all the beauty treatments and products available in RVB selections from the Finnish RVB importer Camilla Aho Oy.

Certified and educated beauty therapist will serve the customers with professional care at the Beauty Clinics according to the treatment instruction for each treatment provided by RVB. The beauty clinic will provide their customers with full skin analysis and from there treatments can be chosen individually so that the results can be pursued with personally tailored care and treatment plans to each customer according to their personal needs.

RVB (research, value, beauty) is a leading ethical cosmetics producer from Italy that is developing beauty products for an overall experience of wellbeing and for holistic beauty requirements. The ingredients are fully derived from vegetable based natural sources and no animal testing is used in the product development. This aspect explicitly enhances their eco-friendly operational philosophy. The different product lines provide products for professional

treatments as well as products for domestic use for the customers including full skin care line for men. In the RVB beauty line there are products available for different skin types and areas of the body from head to toe each serving the user as individually as possible by combining the qualities of each product and product lines. As a new element in the RBV Beauty products are caring make ups which continue to support, protect and care for the skin after the treatments provided at the beauty clinic. With the make ups and home treatment products the care received at the RVB Beauty Clinic can be continued at home. RVB has also developed a Supreme Eye and Lip Surrounding area treatment which could be used as an alternative to plastic surgery when the skin care treatment is conducted regularly and the results can be seen cumulatively. This type of development is very typical to RVB as the company aims to find more ethical and less radical options for beauty treatments.

3 Theoretical Framework

3.1 Customer relationship management

The theoretical foundation of the study is based on Michael LeBoeuf's (2000) customer relationship management principles. According to LeBoeuf, customer relationship management (CRM) and customer loyalty is based upon on customer's perceptions and that these perceptions and their decision making power can make or break the business. Because of these aspects, customer relationship management principles were considered as the most suitable to support the study of how to retain customers and keep them loyal to the company. LeBoeuf (2000) focuses on long term customer relations and the profitability of customer relationship management on different business service fields. These were also the main points of concerned in the study. These principles will give a steady base for creating and keeping customer loyalty in a business that has exists on the field of service business. These principles were supporting the study to find ways to implement and develop CRM processes and have similar objectives which can be applied for this study. These principles work as investigation tools for marketing effects on CRM and support CRM processes.

According to, Encyclopaedic Dictionary of Strategic Management (2007) a resource based view defines company's resources and turns them into competitive advantage, which is a key of success in the competitive market. Anything internal can be developed into a company's strategic advantage as long as they fit into the surrounding environment. It is important that different resource are comprised within a company such as knowledge which is seen strategically as an important resource. The aspect of knowledge as a resource and advantage are also visible in LeBoeuf (2000) principles. The implications of the resource based view framework's competitive strategies and finding leverage to the competition in different ways is also in line with LeBoeuf (2000). What is clearly different to the resource based view is that LeBoeuf

(2000) considers customers as company assets and defines them as firm's most important financial resource and a source of profit.

The development of a Balanced Scorecard as strategic management tool by Cobbald, I & Lawrie, G (2002) features similar kind of aspects as LeBoeuf's (2000) principles of customer relationship management. Financial and non-financial goals are measured and organizational performance reviewed.

These can also be seen as quantitative and qualitative measurements. The balanced scorecard reflects on strategic goals and their implementation on the management level. The results on the balance scorecard aim to bring together differences in management agenda and organizational structures. LeBoeuf (2000) focuses on receiving continuity in customer relations and directly organization strategic goals to customers. The defining issues are drawn from practical experience in an individual level but seen as common preferences.

LeBoeuf (2000) in his principles accentuates the need for CRM no matter how large the company size or its field of business as long as it is performed in a way that it is suitable to the business environment and company. The strategic planning and measurement conducted by technical support are getting popular and are creating tools for supporting, developing and maintaining company's CRM systems.

According to LeBoeuf (2000), it is vitally important that the service meets customer expectations and exceeds them as this creates a positive image of the company in customers mind and keeps them coming back and doing more business with the company. Because of these customer expectations, the company should know its customers better than any other company knows them thus being able to serve them better than anyone else.

By rewarding customer and seeing them as individuals, an entrepreneur or company will be able to serve the customer and even reward their business contact by giving the best service they can. This creates loyalty and trust to the customer and makes them feel respected and special as customer relationship management is not about only making a sale but creating long term customer

relation which in the long run is much more profitable to the company.

Customers are always a source of profit to the company and in many cases they also are company's greatest asset.

As the following quote illustrates: "People are only buying: Good feelings and Solutions to problems" (LeBouef, 2000). When an entrepreneur believes in the product or service that they are selling the customer is more likely to trust the server's knowledge and is more likely to believe in it as well. It has been proven that when customers are satisfied, they are likely to be more loyal to a business. This assertion is supported by the following quote:

It's a fact that emotions follow actions an example of this behaviour effects on the customer service. Simple as that, this strategy goes just keep smiling even when you do not feel like it and your mood will start turning to glad instead of one of the other basic emotions that people have sad, mad or bad.

(LeBoeuf, 2000)

In brief when you serve your customers and get information about them, and when customers are served well they tend to come back and the company gets more relevant information about them. So the company ends up having so much information on its customers that no one else can serve them as well and because of this the company will have loyal customers who keep coming back. It all comes around to the things which make the customer trust and buy from the company and what keeps them coming back and when this cycle is established the more knowledge the company gets from the customer the better they can serve the customer and this creates customer loyalty and long term customer relations which is the core of customer relationship management.

3.2 Advertising and marketing

The marketing background for the project was based on with LeBoeuf's(2000) principles of customer relationship management and combined with Keith J. Tuckwell's principles of marketing. For the marketing and advertising purposes in the project, Tuckwell's (2010) principles were adapted as these were most suitable in terms of printed advertisement.

The principles presented by Tuckwell (2010) are focusing on printed advertisement and mailed advertisement and also include the information background about mailed advertisement and knowledge about marketing to great masses vs. targeting to small group such as loyal customer groups.

According to Tuckwell (2010) mailing prints, shapes and colours should be carried out so that the printed advertisement stands out from the other mail that the target customer receives with the post. An emphasis should also be put on the materials used for the print as the mailings will reflect customer's attitudes towards the company being advertised. Also the personal mailings should be formed so that the mailing is obviously directed to the targeted customer with their name on the advertisement. This creates a feeling of personal advertisement instead of mass marketing. These aspects are the focus points in the project in terms of marketing and advertising purposes and because of this objective these principles are adapted into this project.

4 Methodology

The study adopts a mixed methods approach by applying both quantitative and qualitative research methodologies. As such, the main research design is based on a structured questionnaire in conjunction with an open-ended pilot interview with the case firm's owner-manager. As the main research question was determined to be: "What are the customer relationship management implications of adopting and marketing eco-friendly products to existing clientele? "

Customer loyalty was paid special attention and researched more in depth with a structured 10 questions questionnaire for quantitative data. Results were aiming to answers how does customer relationship management profit a company and how does a marketing campaign support customer service and customer relationship management as well as customer loyalty. The qualitative data was research by pilot semi-structured interviews with the entrepreneur during the whole project.

Mixed methods were chosen to be used in the research of customer behaviour and opinions of customer service in RVB Beauty Clinic Kaubeushoitola Sirpa Lyytinen as there was already plenty of fruitful information about the loyal customer clientele of the day spa as well as the entrepreneur had a clear idea what she was looking for from the project. She was looking for an easy and usable ways to get more information of her loyal customers and to find out what are the best channels to communicate to them effectively. The mixed methods used in the research were supported by the customer relationship management information which was already available in the current clientele data base of Sirpa Lyytinen.

Mixed methods were used to implement and support the customer relationship management principles presented by Michael LeBoeuf (2000).

As mixed methods were used for the empirical data research in the thesis project the research topics were first determined by the discussions in face to face meetings with the entrepreneur and the key points that she wanted to focus on in the project were chosen. The qualitative results were generated through the semi-structured interviews with the entrepreneur and through this type of information flow were continued throughout the project. Also the questionnaire focus points were discussed with the entrepreneur as a base for quantitative data collection. The questionnaire was agreed to reflect on customer loyalty of the already existing clientele of the company.

Marketing campaign was used to research the best channels to reach effectively the loyal customers. A mailed advertisement was sent to the loyal customer and designed with an offer of discounted treatment combination. Bookings made based on the customer mailing represented the effectiveness of the customer mailing which would be the primary channel to the entrepreneur to communicate to the loyal customers alongside with the face to face encounters in the day spa. The empirical data research conducted during the project was combining the quantitative data received from customer reviews with qualitative data that was received through open ended interviews with the entrepreneur and by opinionated questions and used in the customer review feedback received which was answered by the target customer group being the loyal customer clientele of the day spa. The quantitative data was researched by customer reviews which were structured. From these two methods supporting one another the final results were received and analyzed to best help the entrepreneur to continue and develop her customer relationship management.

4.1 Tentative Results

4.1.2 Customer review and feedback

More specifically the idea for the customer feedback system was adopted from an electronic customer feedback system used for e.g. at Helsinki-Vantaa airport border control where a digital border control has been implemented for the new bio-passports. The same electronic system is also used for example in Intersport and Carlson stores in Kuopio Finland.

The electronic system examples visible in retail business have two to four colours and some are featured with face type buttons in the form of smileys, indicating satisfied to dissatisfied customer feelings and emotions. The feedback stand is near the exit and the customer just hits the button which they feel most appropriate and the equipment records the results. This type of idea was used as a base for the customer review system used in Kauneushoitola Sirpa Lyytinen premises during the implementation of the thesis project.

The customer review was implemented in February, March 2012. During each month long research period the day spa had a specific structured customer review question determined to be accordingly in line with the different stages of the project. In April the same research implementations were completed on a shorter two week research period. The customer review system was focusing on getting customer opinions on the new ORO NERO treatment and also showing a predisposition of trial purchase on the luxury product users.

The review question was framed as an A4 size print and placed to the customer spaces in the day spa. Next to the question frame was placed an answer box with green, yellow, orange and red cardboard circles or only green and red once depending on the question asked. The circles indicate the customer answer: green as most agreeing and red as most disagreeing or green as yes and red as no.

This system operates manually to best suit the research environment and the target that comprised a portion of the firms' loyal clientele. The system was also easy enough to receive the results from and to analyse them in smaller takes which was more convenient for the day spa environment and supports the close to nature feeling that has been created to the premises.



(a) Customer feedback in retail use
Figure 2. Customer feedback apparatus

(b) Customer feedback in day spa

The results were collected monthly according to the monitor periods to reflect the campaign as well as indicating the process. Results were compared by percentage received from the result analyses within the results received from each questionnaire period. The customer reviews were designed so that they were usable, easy, quick to complete and attracted the customer to give feedback so that the results were applicable and reliable. After the campaign and project the entrepreneur can utilize the created system for future customer reviews as she was very interested in the idea and the system and admitted that customer reviews had not been conducted at the Kauneushoitola Sirpa Lyytinen before and that this would be something that she would hope to benefit from the project. The questions used were designed as an opinionated questions or yes or no answer style to best serve the research purpose. The indicator circles can be used differently depending on which type of questions is to be researched. When researching on a yes or no answer questions only green and red indicator circle are needed to indicate the answers.

When the research is focusing on opinion questions all the circles green, yellow, orange and red are in use to indicate the opinion of the customer and to create more accurate results as there is need for more varied responses in opinionated questions.

4.1.3 Customer review questions and periods

First customer review period started in the beginning of February 2012 and continued throughout the month. The research question was: "Have you tried yet ORO NERO surrounding eye and lip treatment?" This was to research the amount of trial purchase and usage of the new luxury product before the campaign and to create comparative results during the whole campaign period. The question were formed as yes or no answers and the coloured answer indicators were green= yes and red =no.

The second customer review period begun in March 2012 and was aiming to raise awareness of the campaign and support the output and presentation of the building premises as they were displayed separately from the other RVB products and treatment models. The question was aiming to find out how the customers and clientele experienced the new luxury product line and the combining possibilities of good already existing and more basic treatment which can be tailored to customer needs. The research question was: "Can you see improvement on your eye and lip area after the ORO NERO Supreme Eye-Lip Treatment?" The alternative answers were indicated by the coloured circles were as follows: green= strongly agree, yellow= agree, orange= disagree, red= strongly disagree. Third customer review was completed in the beginning of April 2012 for two weeks. The question was in line with the previous customer review questions and was seeking answers to repetitive purchase of service. The research question was: "Would you book another ORO NERO Supreme Eye-Lip Treatment?" The answer indication circles were set to give answers to yes or no questions so the indicating colours were green= yes and red=no.

4.1.4 Customer loyalty questionnaire

In April 2012 the full structured customer loyalty questionnaire was implemented in the spa facilities of Kauneushoitola Sirpa Lyytinen for a two week period. The questionnaire was not targeted especially to any customer group but for all the customer who visited the day spa during the research period. The questionnaire was created based on the entrepreneur's research interest to customer loyalty and to customer relationship management principles by LeBoeuf (2000). The questionnaire was tested within a peer group and altered with some minor changes to come up with most sufficient questionnaire template for Kauneushoitola Sirpa Lyytinen customer loyalty research. With the questionnaire the aim was to get results concerning customer loyalty and different external contact points that customer has to the company. Contact points were focusing on getting primary information of the day spa and also if the loyal customers are distributing word of mouth information of the company. Also the effects of the length of customer relation on the customer experience and customer loyalty were researched. The customer reviews were compared with the questionnaire results as the customer review questions were integrated to the questionnaire. This was aiming to produce comparative results from the customer feedback system and see the possible development occurred over the marketing campaign. The results of the structured questionnaire were reported into a diagram from according to the answers divided by percentage difference emerged from the responses.

5 Results Discussion

5.1 Marketing Plan

The marketing campaign aimed at increasing the demand of two newly introduced eco-friendly cosmetics products, namely; RVB One Care facial treatment and RVB ORO NERO surrounding eye and lip are treatment for Kauneushoitola Sirpa Lyytinens' existing clientele. The campaign was based on the sustainable facilities of the day spa and to the ethicalness of the RVB products and treatment. The marketing campaign was based on the examples adapted from Michael LeBoeuf's (2000) customer relationship management principles and supported by Keith J. Tuckwell's (2011) principles of advertising.

The marketing was planned to support the customer relationship management of the day spa and to increase the revenue by marketing amongst the existing clientele, who are already devoted customers and will generate a steady source of income revenue. According to Michael LeBoeuf's (2000) principles of customer relationship management and up keep of already existing customer relation are cheaper and more profitable to a company and entrepreneur than growing the number of single purchase and attracting new customers.

Consequently the marketing campaign was aimed to target the already existing clientele and improve their service experience rather than reaching out to new customers. Also the entrepreneur wanted to be able to take care of the customers in person without hiring external staff. With the current clientele and resource, the entrepreneur was unable to take in new long term customers and due to this wanted to keep the marketing campaign targeted to the current clientele.

The aim of campaign was to bring more information to the customer of the service that they use at the day spa and add value to the customer experience by providing a discount for two new eco-friendly cosmetics products comprising RVB One Care facial treatment and RVB ORO NERO surrounding eye and lip area treatment and also supporting a trial purchase of this particular service in the day spa. The campaign was implemented as a personalized advertisement, which was mailed in late February 2012, on week 8. The objective of the advertisement was to target the loyal customers in the customer database which had been recently up dated in the end of 2011. The advertisement was specially designed and Ms. Sirpa Lyytinen had used the layout only once before this campaign. The campaign gave a possibility to measure the effectiveness of the advertisement interest with regards to the degree of the feedback received.

The layout of the letter was already very appealing to the customers and in line with the features of well executed customer mailings by the examples adapted from Tuckwell (2010). The layout of the advertisement was uniquely designed according to the perceived clientele preferences. This was made possible by the close relationship between the entrepreneur and her clientele. The design supports the image of Kauneushoitola Sirpa Lyytinen and fits to the purpose of personal appeal to the customer. Previous mailings that were done in October 2011 were successful but the entrepreneur was seeking for more measurable results of the effectiveness of the advertisement.



Figure 3. Advertisement leaflet

The advertisement was designed in liaison with the entrepreneur, her designer and the researcher. The content included the discount to the loyal customers and was encouraging skincare and body care treatments to be used during spring time.

The discount provided to loyal customers was available from the RVB One Care facial treatment and RVB ORO NERO surrounding eye and lip area treatment as a combination of these two treatments. The price offered to the loyal customers was 108€ whereas the full price of the treatment was 122€. A PLATINUM –wellness treatment for body was offered with a free chest area treatment for 96€. Also spring makeup style was featured in the customer letter.

The campaign was supported by advertising posters of ORO NERO and One Care at the day spa as well as with a brief historical presentation of the facility. The information about the facilities and premises was provided to the customer also during the treatment as the beauty therapist was introducing the premises. This was done to remind the customers about the facilities eco-friendliness and allergy concerning environment that promoted their health and well-being. The materials used for the campaign were taken from Kauneushoitola Sirpa Lyytinens' supply or provided by RBV to be in line with the visual image of RVB and with the Finnish importer of the product lines. The information was placed next to the feedback box so that it was clearly visible to the customers and encouraged them to give feedback. The placing of feedback box and additional information was planned to stand out from the rest of the premises.

5.2 Marketed treatments

Sirpa Lyytinen has had a long term customer relation in mind throughout her career and she has maintained the customer relationship with various tools. However she has never had a typical discounted marketing campaign implemented or executed for her company and now she was very keen on participating on the thesis project and trying this type of marketing and monitoring the results from the process and experiencing some marketing styles that are new to her as an entrepreneur. To get the results of customer reach and to attract enough attention she has combined a very basic facial treatment which has been available for a long time and has now been reintroduced by RVB as well as an new luxury treatment to best serve all of her customer and to be able to offer a unique product for all concerned stakeholders.



Figure 5. RVB ORO NERO products

ORO NERO is described by RVB as:

The professional cosmetic solution to restore sensuality and vitality to facial strong-points with instantly visible long-lasting results. The ideal intensive professional treatment to “lift” the eyelids, combat bags and dark circles and “redefine” the lip line. Based on Advanced Stem Cell Protection, the treatment has a redensifying effect exploiting the latest cosmetic research on stem cells, ORO yeast extract to remodel and the three-dimensional microfilm Instant Lifting System for a tensor effect. Hyaluronic acid microspheres add a filler effect and hematite stimulates new collagen synthesis.

(RVB, 2012)

The professional treatment range includes Delicate Smoothing Peeling –Eyes Lips, Firming Draining Mask Eyes, Eyelid Firming Cream, Lip Blooming Balm from RVB which are used in the Supreme Eye-Lip treatment. The discounted treatment from the RVB ORO NERO range is Oro Nero Supreme Eye - Lip treatment. For more detailed information visit:

<http://www.rvb.eu/distributors/uk/chi.php?dovesiamo>, 2012)

5.2.1 Combined facial treatment

The combined facial treatment with One Care facial treatment and Supreme Eye and Lip treatment aims for purified and nourished skin and clear complexion. The Supreme Eye and Lip treatment focuses on specified areas of the face aiming for a rejuvenating and lifting effect to the eye and lip area giving a youthful and fresh look. The whole treatment together moisturizes, relaxes and purifies the face and décolleté areas of the body.

No mechanical equipment are used for performing the treatment and One Care facial treatment serums are chosen during the treatment best serve the needs of the customer's skin conditions.

The combined One Care and Supreme Eye-Lip facial begins by removing the makeup and cleansing the skin area on the face, neck and décolleté as these skin areas are cared during the whole treatment. Then the surrounding eye and lip area is massaged to enhance the blood circulation and to create the lifting effect. After this Smoothing Peeling –Eyes Lips mask and a One Care peeling mask is applied on the skin. While waiting the peeling mask to activate the effect the scull and head is massaged and this way the relaxing feeling is continued throughout the treatment.

After removing the peeling masks, the Firming Draining Mask Eyes and Lip Blooming Balm are applied with One Care, a moisturizing mask, which is custom made to customers skin type by the serums of One Care products.

While the mask is taking effect on the skin, the arms and hands are massaged. The whole treated area is massaged after removing the mask and a moisturizer is applied. After the treatment on the skin is completed a cup of Organic Tulsi, a 100% organic herbal tea, is served to the customer and a RVB skin caring makeup is applied to support and continue the care and also to protect the skin after the treatment.

5.3 Customer review results

In February 2012, the customer review question focused on researching about the degree of interests shown towards the new treatments targeted at loyal customers of Kauneushoitola Sirpa Lyytinen. There were 43 customers who had facial treatments in the day spa during February 2012. The campaign managed to receive 43 answers in total during the research period, which incorporated the following research question: "Have you tried yet ORO NERO surrounding eye and lip treatment?" All the customers who had facial treatment done during the first customer review period answered the question, which was 100% of the target customer group. The objective of this campaign was to monitor the trial purchase activity and responses of customers who visited the day spa for a facial treatment in February. According to the results, 41 respondents answered yes indicated by the green cardboard circles and 2 answered no indicated by the red cardboard circles. The proportion of the yes answers summed up to 95% and the no answers 5% of the total, respectively.

In March 2012, the campaign was designed to answer the following research question: "Can you see improvements on your eye and lip area after the ORO NERO Supreme Eye- Lip Treatment?" The question was an opinionated one and the answers were presented with four different coloured indicator circles. In March 2012, there were 38 customers having facial treatments at the day spa and only 5 of them did not answer on the customer review which brings the total answers percentage up to 87%. The percentage of those who chose the strongly agree alternative (green indicators), the agree alternative and disagree alternative (red) were 49, 45, and 3 respectively.

Over the shorter subsequent two week research period in April 2012, the received results were substantive. This achievement was substantiated by the received respondent rates as follows: 18 from 20 customers answered the customer review question: “Would you book another ORO NERO Supreme Eye-Lip Treatment?” where from the total 18 answers 17 yes and only 1 no. This result is quantified as: yes answers contributing to 94% and no answers to 6% of total respondents.

5.3.1 Customer loyalty questionnaire results compared to customer review

In the customer loyalty questionnaire completed over two first weeks of April included February and March 2012 customer review questions to receive comparative results from the day spa loyal clientele. The results from the shorter research period were similar to the previous month long research periods. In the questionnaire research completed in April “Have you tried yet ORO NERO surrounding eye and lip treatment?” got 95% yes answers and 5% on the total 21 answers which is the same percentage division as in February 2012 customer review results. To this repeated question the response rate was 100% as all 21 customers who visited the day spa answered the question. The opinionated question “Can you see improvement on your eye and lip area after the ORO NERO Supreme Eye- Lip Treatment?” got answers strongly agree 28%, agree 61%, disagree 11% and strongly disagree 0% from total 18 answers. The response rate to this question was slightly lower 86%. Table 1. visualises the difference in the response rates received with April customer review answers.

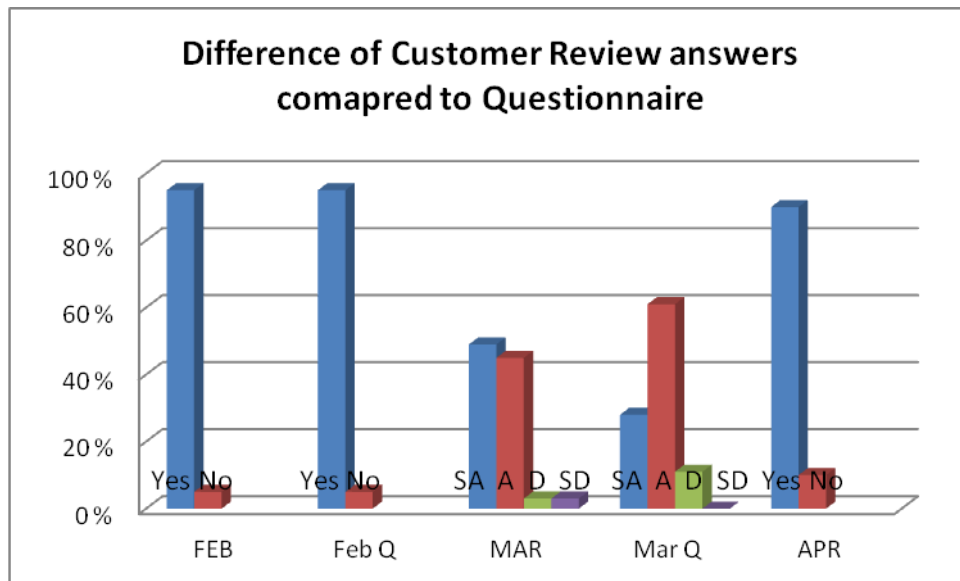


Table 1. Difference of Customer review answers compared to questionnaireKey:

Q= Questionnaire answer

On February and April diagrams: Blue= Yes, Red= No

On March diagram:

Blue= SA (Strongly Agree), Red = A(Agree), Green= D(Disagree), Purple= SD(Strongly disagree)

5.3.2 Analyses of customer review results

These results reflect the trial purchase behaviour focusing on the new eye and lip area treatment. The results focus on the loyal customer clientele of Kauneuhoitola Sirpa Lyytinen and show their interest in trying new treatments with low encouragement of trial purchase. This also shows that the trust to the professionalism of the entrepreneur was high as the customers easily try new treatments without extra marketing or campaign to advertise the new products and treatments. This indicates that the customers have had previously positive experiences from trial purchase in this RVB Beauty Clinic which is supporting the customer relationship management and also shows that the entrepreneur knows her loyal clientele very well.

All these reasons were encouraging the trial purchase behaviour in wellbeing and trusted environment were the service provider was dependable and familiar from the customers point of view.

From the results received in February 2012 the expectations for the coming customer reviews were positive and the entrepreneur was looking forward for

seeing the results of the customer reach according to the customer letter. As the customer letter also had a discount offer to the loyal customers for the eye and lip area treatment which was expected to promote trial purchase of particular treatment.

Following from the February 2012 results the March 2012 results were in line with the previous results. The answer percentage was up to 87% of the target group of facial treatment using customers which shows that the customers were interested in answering the customer reviews and that they are paying attention on what is happening at the day spa. According to these results the customers have been happy with the results which they have received from the new RVB ORO NERO Supreme Eye-Lip treatment.

From this the conclusion was that even in the future the customer trial purchase would be strong as they get satisfying results from the trial purchase treatments. This also indicates that the customers appreciate the entrepreneurs' professionalism and would most likely be reserving this new luxury treatment again.

Customer review completed in April 2012 proved that trial purchase activity is naturally high in the loyal clientele group of Kauneushoitola Sirpa Lyytinen. The response rate the question "Would you book another ORO NERO Supreme Eye-Lip Treatment?" was 86% from the 21 customers who visited the day spa for facial treatment.

In all and all the customer review period indicates that the day spa customers are active and interested in the new products and treatment of the day spa and are also open for trial purchase and do not need to be strongly encouraged to experience the new features of the RVB products. They also trust the entrepreneur on her knowledge and professionalism on their skin care and can also see visible results from the treatments.

5.4 Analyses and results of customer mailing effects

During the March 2012 customer review the marketing campaign was implemented. As a main marketing channel customer mailing to the loyalty customer clientele was send out targeted to the already excising customers of the day spa. The customer mailing was offering a discount the new luxury RVB ORO NERO Supreme Eye-Lip treatment combined to and renewed basic facial treatment. In the same customer mailing new spring make up styles and body treatment was advertised. As the research was focusing on customer loyalty and effects of marketing to the customer relationship management the customer mailing reach was measured.

In total 120 customer letters were send out to reach customer in the beginning of March 2012 and based on this mailing and advertisement 44 treatment bookings were made.

From these figures the mailing reached 37% of receiver interest. These results show how important the target customer group is even within an already exciting clientele. Higher receiver interest would be achieved by targeting more precisely to the target customer group.

On the other hand the entrepreneur had had very positive feedback about the customer mailing in face to face feedback at the day spa. From this type of comments the customer mailing seems to be a good way to communicate with the customer clientele and supporting the long term customer experiences as the customer is reminded about the Kauneushoitola Sirpa Lyytinen when they are not expecting it.

5.5 Results and analyses of customer loyalty questionnaire

The customer loyalty questionnaire conducted over first two weeks of April 2012 received in total 21 answers. During this research period there were 21 customers using the services of Kauneushoitola Sirpa Lyytinen bringing the response rate to the questionnaire to 100% which is very satisfying in regard to the results. Questions five and ten did not receive the full 21 answers but were very close with response rates of 90% and 95%. The question four was analysed separately as it was multiple choices and because of this is not shown in the table 2. See the table 2. below for visualization of the division of the questionnaire answers.

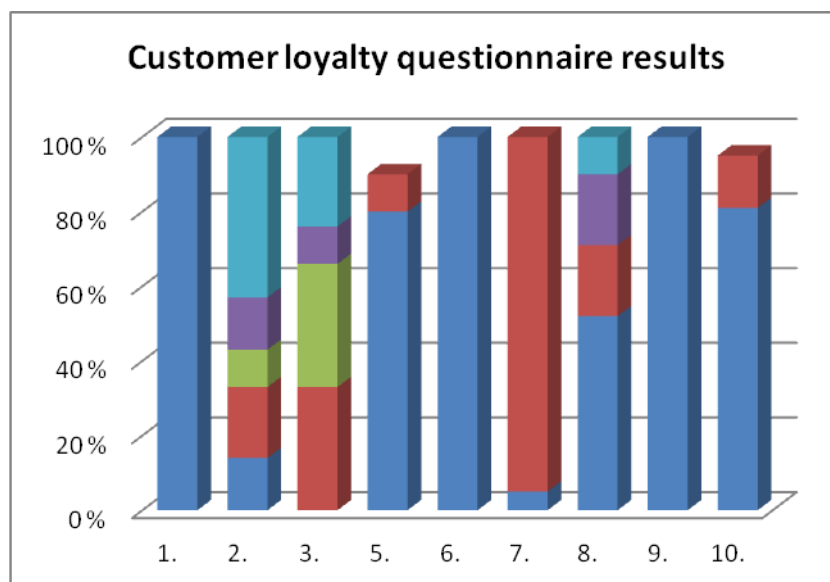


Table 2. Division of questionnaire answers by percentage

Key:

Questions 1,5, 6,7, 8, 9, and 10: blue= yes and red=no

Question 2: blue= 0-1 years, red= 1-3 years, green=3-5 years, purple= 5-7 years, light blue= over 7 years

Question 3: red=once a month, green= more than once in six months, purple more than once a year, light blue= once a year

Question 8: blue =from a friend, red= from family member, purple = from a magazine, light blue= through profession

All the answers to the questionnaire were from the female customers of the day spa and because of this the comparison of the results is not presented female vs. male. From the take of 21 customers 9 had been loyal customers to the day spa over 7 years. Most common visiting time for treatments at the day spa was once a month or more often than once in six months. The friendly and professional service was rated as the main reason why the customers have chosen Kauneushoitola Sirpa Lyytinen. 17 out of 19 customers answered that they usually try out the new products and treatments available at the day spa and all together 21 were interested in the new products and treatments.

Only one out of 20 was actively using and visiting the day spa website and none had had primary information about the day spa through internet. Most of the primary information and interest to the day spa was guided to the customer through friends and family. All of the customer who answered the questionnaire would recommend the services of Kauneushoitola Sirpa Lyytinen to others and 17 out of 20 wishes to have regular customer mailing and advertisements from the day spa entrepreneur.

According to the answers received from the customer loyalty questionnaire long term customer relation has been established at Kauneushoitola Sirpa Lyytinen as most of the customers have been loyal to the company for years. Also the professional service and friendly attitude that experienced within the loyal customer clientele shows that the basic of the customer relationship management principles by LeBoeuf(2000) are actively pursued at the day spa.

Word of mouth is indicated to be the source of primary information as most of the answers to questionnaire said that they received information of the day spa through a friend or family member. All of the customer answered to the questionnaire would also recommend the day spa to others which also indicates that the customers are happy and talk about the company in a positive matter.

Some issue that the questionnaire revealed was the communication from the company to the customer as only one of the answers was indicating that the customer uses the company website actively and that 17 of the customer who answered the

questionnaire wished to receive mailings and advertisements from the day spa. Referring to the advertisement prosecuted as a customer mailing which received 37% of interest and bookings from the total 120 send advertisements the entrepreneur should focus on developing the communication processes especially to the loyal customers.

5.5.1 Multiple question results and analyses

Question four was multiple choice question and because of this the answers have been visualized in a separate table. Question four in the questionnaire was asking why the customers have chosen the services of kauneushoitola Sirpa Lyytinen. 12 of the answers were for the versatile treatments, 19 were for friendly and professional customer service, 10 for the customer premises and allergy concerning environment, 9 for the location of the day spa and 7 for the RVB products. Table 3. shows the division of the answers visually.

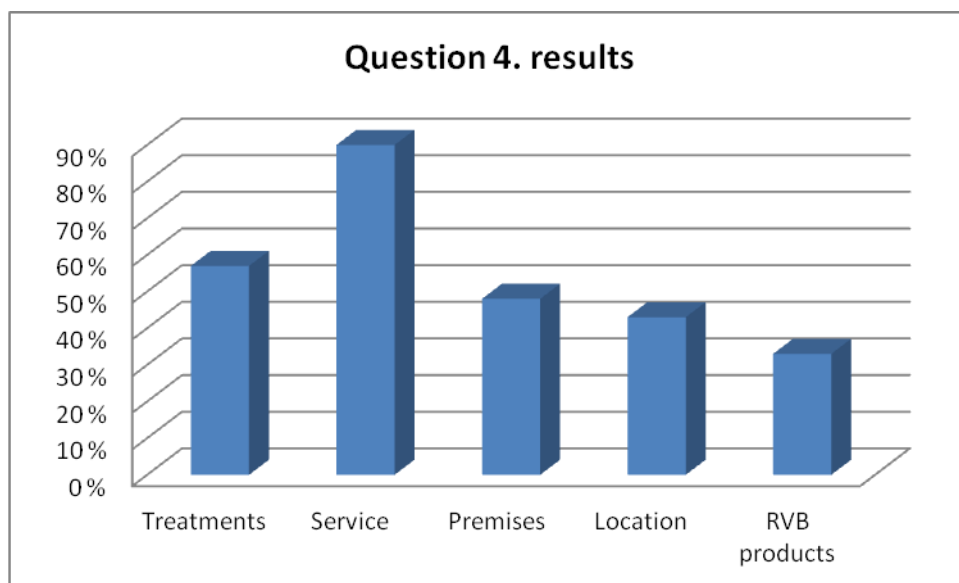


Table 3. Multiple choice results

According to the results received from the question four from the customer loyalty questionnaire the strength of the day spa are in the friendly and professional service and in the versatile treatments. The overall service experience of Kauneushoitola Sirpa Lyytinen is highly valued by the loyal customer and also is one of the key elements in LeBoeuf's(2000) customer relationship management principles. Premises and location are also important to the customer but their interest focuses obviously to the customer service that they receive in the day spa but these do not play such a an important role in the customer perspective. The RVB products had the lowest answering percentage on the question but can be also seen as reflecting from the answers received about the treatments. As the RVB products line is the key element in the treatments and established as an RVB Beauty Clinic the time and effort could be brought into the RVB products as well to support the holistic experience of well being.

6 Conclusion and Recommendation

6.1 Conclusion

According to the LeBoeuf's (2000) principles, the research results of customer relationship management, special offer and other unexpected contact with the customer creates and raise customer interest to the enterprise and also reminds the customer about their already existing customer loyalty to the company. This is in line with the principles by LeBoeuf (2000) that the better you know your customer the better you can serve them and the better you serve them the more you know about them. This creates a cycle that the customers are drawn to and will become loyal customers of the company. The mailing conducted by Tuckwell's (2010) principles presented the results in such a way that mailed advertising can be used especially to selected customer groups to raise their interest and reach them personally.

As a final conclusion of the project putting the emphasis on customer relationship management on one way or the other it is beneficial to the entrepreneur as the customers are reminded about the fact that they are considered to be loyal customers of an establishment and that their customer relation is valued in the company. Paying attention to and making them feel special in various ways in a situation when they do not expect it creates the feeling of uniqueness and that the customer is served as an individual.

These elements were established by the customer reviews, customer loyalty questionnaire and with a marketing campaign and customer loyalty was researched and enhanced. Through these aspects a long term customer relations were supported also bringing long term business to the company. By making an effort on regular a considering the loyal customer clientele seems to be profitable to the company in the long run and has positive effects in a shorter time span when the customers are experiencing the usual service in a new positive way. When customer relationship management is included in to

the budget, it will be even more beneficial to the company and by this way it will be part of the annual business plan in the company. Thus the execution of CRM becomes easily adapted to the monthly operations of a company.

6.2 Recommendations

The same tools which were used in this customer relationship management project can be implemented again later with minor or no changes at all.

Customer reviews and customer feedback would be recommended to be collected several times a year so that the results can be utilized and recorded according to the company needs. The review questions can be tailored to each situation and research target by utilizing the customer feedback system implemented to suit Kauneushoitola Sirpa Lyytinen. The reviews will also tell where the business is at and what do the customer and especially loyal customer think about the business. The reviews will also indicate the vitally important customer expectations vs. experiences.

Communications was one of the main issues found in the research and this is something to develop and emphasize on with very little effort. The customer mailing can be used more often and the guidance on the website.

Special offers for the loyal customers as well as customer mailings can be conducted to inform the customers about new products or treatments available but targeting those to more specific customer groups to attract higher target group interest. Mailing can be also timed as a seasonal element in reach of customers. Customer mailings can be also utilized as a communication channel to a selected customer group or to the whole loyal customer clientele.

7 Project Summary

The project commenced in the beginning of January 2012 after some brief discussion with the entrepreneur to find out her interest in participation on the project. Base for the research was created from the information received from the discussion and interviews conducted with the entrepreneur during January 2012. Main research objectives were determined and plan how to pursue them were agreed. The based for customer relationship management was in the principles of LeBoeuf (2000) and marketing principles were based on Tuckwell (2000).

As research methods quantitative results were received from structured customer feedback reviews and customer loyalty questionnaire over three separate research periods in February, March and April 2012. The interviews of the projects progress in the field were continued with the entrepreneur throughout the project. A marketing campaign was implemented during March 2012 researching effectiveness of mailed advertising within the loyal customer clientele. The results of the research were indicating that customer relationship management improvements were needed and that the effects of it were prominent already during the project.

The research results were analysed at the end of the project in the beginning of April 2012 and final discussion of the project with the entrepreneur were completed. Main issues found in the research was the communication between the entrepreneur and the clientele as the customer were indicating that when the information was distributed through channels most suitable to them they would be happy to receive it. As final results the entrepreneur was very happy with the accomplishments of the project and had experienced considerable improvements in the customer relationship management processes in her work and with the clientele.

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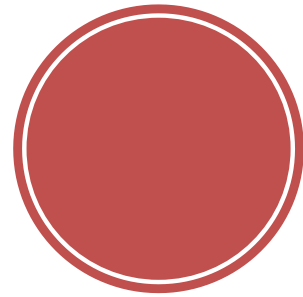
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- Pictures by Paula Niiranen and RBV
- RVB importer in Finland Camilla Aho Oy
- RVB product manager/trainer Tiia Luostarinen

Appendix 1.

**“Oletko jo kokeillut
ORO NERO
silmien- ja
huulienympäryshoitoa?”**



Kyllä



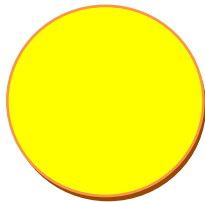
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Appendix 2.

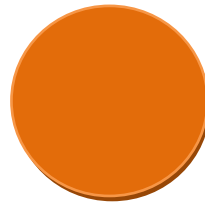
**“Huomaatko näkyvää
eroa ihossasi ORO NERO
silmien- ja
huulienympäryshoidosta?”**



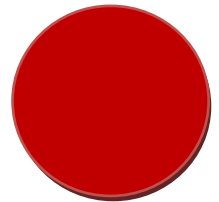
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Vähän



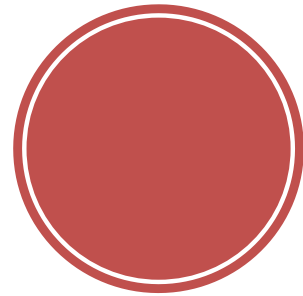
Erittäin Vähän

Appendix 3.

**“Varaisitko uudelleen
ORO NERO
silmien- ja
huulienympäryshoidon?”**



Kyllä



Ei

Appendix 4.

Hei,

Kiitos että kiinnostuit vastaamaan asiakaskyselyyn. Kyselyn vastauksia käytetään Paula Niirasen oppinäytetyön tutkimuksessa (Ethical Cosmetics Marketing Campaign: An Investigation to Day Spa Facilities Customer Relationship Management Perspective).

Vastaukset käsitellään luottamuksellisesti ja niitä käytetään vain oppinäytetyössä.

Ympyröi sinulle sopivin vaihtoehto.

1. Olen: nainen mies

2. Montako vuotta olet ollut Kauneushoitola Sirpa Lyytisen asiakkaana?

0-1 1-3 3-5 5-7 enemmän kuin 7 vuotta

3. Kuinka usein käytätte kauneushoitolan palveluja?

- X useammin kuin kerran kuussa
- X kerran kuussa
- X useammin kuin kerran puolessa vuodessa
- X useammin kuin kerran vuodessa
- X kerran vuodessa

4. Miksi olette valinnut Kauneushoitola Sirpa Lyytisen palvelut?

- X Hoitojen monipuolisuus
- X Ystävällinen ja asiantunteva palvelu
- X Asiakastilojen viihtyvyys ja allergiaystävällisyys
- X Kauneushoitolan sijainti
- X RVB –tuotteet

5. Kokeiletteko yleensä Kauneushoitola Sirpa Lyytisen uutuus hoitoja ja tuotteita?

KYLLÄ EN

6. Oletteko kiinnostunut Kauneushoitola Sirpa Lyytisen uutuus hoidoista ja tuotteista?

KYLLÄ EN

7. Seuraatteko aktiivisesti Kauneushoitola Sirpa Lyytisen Internet-sivuja?

KYLLÄ EN

8. Mistä saitte ensimmäisen kerran tietoa Kauneushoitola Sirpa Lyytisestä?

- X Ystävältä
- X Perheenjäseneltä
- X Internetistä
- X Lehti ilmoituksesta tai artikkelista
- X Ammattinne kautta

9. Suosittelettko Kauneushoitola Sirpa Lyytisen palveluja muille?

KYLLÄ EN

10. Toivoisitteko saavanne säännöllisesti asiakaspostia Kauneushoitola Sirpa Lyytiseltä?

KYLLÄ EN

Kääntöpuolella on helmi- , maalisi- ja huhtikuussa kysytyt asiakaskysymykset. Toivon että vastaatte uudelleen näihin kysymyksiin opinnäytetyön tutkimustulosten vertailua varten.

11. Oletteko jo kokeillut RVB ORO NERO silmien- ja huulien ympäryshoitoa?

KYLLÄ

EN

12. Jos olette kokeillut RVB ORO NERO silmien – ja huulien ympäryshoitoa huomasitteko hoidon jälkeen ihossanne näkyviä muutoksia?

Erittäin paljon

Paljon

Vähän

Erittäin vähän

13. Varaisitteko RVB ORO NERO silmien – ja huultenympäryshoidon?

KYLLÄ

EN

Kiitos vastauksistanne ja osallistumisesta asiakaskyselyyn!!

Appendix 5.

Hello,

Thank you for your interest to the customer feedback questionnaire. The answers will be used for Paula Niiranen's Bachelor's Thesis (Ethical Cosmetics Marketing Campaign: An Investigation to Day Spa Facilities Customer Relationship Management Perspective).

The answers are confidential.

Please circle the most suitable answer.

1. I'm: Female Male

2. How many years have you been a customer of Kauneushoitola Sirpa Lyytinen?
0-1 1-3 3-5 5-7 more than 7 years

3. How often do you use the day spa service?

- X more often than once a month
- X once a month
- X more often than once in six months
- X more often than once a year
- X once a year

4. Why have you chosen the service at Kauneushoitola Sirpa Lyytinen?

- X versatile treatments
- X friendly and professional service
- X the atmosphere and allergy concerning facilities
- X RVB-products

5. Do you usually try Kauneushoitola Sirpa Lyytinen's new treatments and products?

YES NO

6. Are you interested in Kauneushoitola Sirpa Lyytinen's new treatments and products?

YES NO

7. Do you actively visit the internet pages of Kauneushoitola Sirpa Lyytinen?

YES NO

8. Where did you get information about Kauneushoitola Sirpa Lyytinen for the first time?

- X from a friend
- X from a family member
- X from internet
- X from an article or news advertisement
- X through your profession

9. Would you recommend the services of Kauneushoitola Sirpa Lyytinen to others?

YES NO

10. Do you wish to get regularly customer mailing form Kauneushoitola Sirpa Lyytinen?

YES NO

On the back side are February, March and April customer review questions. I hope you would answers to these questions again to provide comparative answers to the Bachelor's Thesis Research.

11. Have you already tried RVB ORO NERO Supreme Eye-Lip treatment?

YES

NO

12. If you have tried RVB ORO NERO Supreme Eye- Lip treatment can you see visible results on your skin?

Strongly agree

Agree

Disagree

Strongly disagree

13. Would you book again RVB ORO NERO Supreme Eye –Lip treatment?

YES

NO

Thank you for your answers!

Appendix 6.



Jugend -talon Huoneistosta Kauneushoitolaksi

”Lääninarkkitehti Carl Albert Edelfelt laati Kuopiolle uuden asemakaavan 1850-luvun lopulla, joka jäi liian radikaalina suurimmaksi osaksi toteuttamatta. Kuopio sai keskustaansa kivisensydämen, kun 1880-luvulla alettiin rakentaa entistä enemmän kivistä. Vuosisadan vaihteessa vallitsevaksi tyyliksi nousi jugend ja sitä soveltava kansallisromanttinen suuntaus.”

<http://www.ymparisto.fi/default.asp?contentid=101141>

Jugend talo on remontoitu kauneushoitolan käyttötarkoituksiin huomioiden vanhan talon olemuksen ja ylläpitäen sen tunnun myös kauneushoitolan tiloissa.

Appendix 6.

Kuvat: Paula Niiranen

Appendix 7.

Kauneushoitolan Tilat

- Ovat allergia ystävälliset
- Ympäristö asiat on huomioitu tilojen ylläpidossa sekä tehdyissä hoidoissa



Appendix 7.
Kuva: Paula Niiranen