



BUSINESS CASE



Creating a Streamlined and Efficient Organisation with PLI

“With more than 950 locations in the United States **Massage Envy SPA** is the national leader of affordable massage and spa services”.

MASSAGE ENVY SPA

Massage Envy Spa is the pioneer and national leader of affordable massage and spa services.

Nearly a decade ago, Massage Envy Spa was launched to create a completely new category in the wellness industry. They have now reached a level of more than 950 clinics in the United States, 2 million facials, 50 million massages and maintained their position as the industry leader. Massage Envy Spa holds true to their mission: “To create a pathway to wellness through professional, convenient and affordable massage therapy and spa services” and continues to grow.

ENCORE COMPANIES

Encore Companies is a multi-unit franchisee for Massage Envy Spa, operating 8 clinics/units in Phoenix, Arizona. They employ licensed massage therapists, estheticians and front desk associates (sales). A key component to their success is constant communication with the client, and the key driver to success in this market is a professional and affordable service.

CHALLENGE

Creating a streamlined and efficient organisation, to ensure professional and affordable massage therapy and spa services.

THE INTENTION

Two years ago Encore Companies decided to add the cognitive assessment tool Professional Learning Indicator® (PLI™) to their comprehensive recruiting system. PLI was implemented with the intention to gather additional data points for front desk associates and manager applicants to conduct more qualified hires.

PLI was implemented as an integral part of the recruitment process for front desk associates and managers as the need for a high learning pace and an ability to handle complexity are essential in these roles. Prior to the introduction of PLI as a component of the recruitment process, the average amount of time spent from entry to proficiency for the front desk associates was 90 days.

THE RESULT

The status now, two years after implementation, is that Encore Companies has been able to reduce the time to proficiency from 90 days to 60 days for front desk associates. Via a capacity to learn quickly without having to compromise on the quality, the front desk associates are up to speed in just 60 days.

Chief Operating Officer Matt Robinson in Encore Companies says: *"Using PLI as part of our comprehensive recruiting system, we have more qualified hires, and we have been able to make our onboarding process more efficient. Trainees are able to learn our point of sale system and achieve mastery of our sales process in less time"*.

Encore Companies states that the experience with PLI has been favorable, and that it helps them to identify candidates with a higher likelihood of success in their role.

Matt Robinson: *"We are satisfied with PLI as a recruiting tool and are advocates for PLI with other operators"*.

Learn Quickly, but Never Compromise on Quality

The logo for Massage Envy SPA features the words "Massage Envy" in a purple, cursive script font, with "SPA" in a smaller, purple, sans-serif font below it. A purple wavy line underlines the text.