



© 19 September 2019, 14:01 (CEST)

Resense and Lobster Ink introduce Spa Professional - a first-of-its-kind online training program for wellness professionals

Amsterdam—19 September 2019, [Lobster Ink](#) and [Resense](#) announce an innovative new [spa training solution](#) to empower wellness professionals with the practical skills and proven commercial principles they need to provide superior guest experiences and improve the profitability of their spas.

The wellness industry is expanding at an unprecedented rate but the corresponding investment in training has failed to keep up. The challenge for operators is that most wellness training is treatment focused and rarely covers the fundamental business principles and operational know-how managers and associates need to run an effective operation.

With demonstrable proof that spa success depends upon the quality of the guest experience, Lobster Ink and global wellness company, Resense, have combined decades of experience into a practical and interactive online curriculum for every role in the spa. From therapists to receptionists, attendants, managers and directors - Spa Professional aims to empower each team member with the necessary knowledge and operational tools to genuinely engage with guests, reduce costs and maximize commercial value.

“Spa Professional understands the real drivers of effective spas and empowers spa teams to deliver unmatched guest experiences and commercial results.”

— Kasha Shillington, CEO, Resense Spas

This combination of fit-for-purpose training with easy-to-implement tools and templates represents a powerful shift in the approach to spa training. Providing consistent, professional and profitable wellness experiences now has a playbook and it's brought to you by Resense and Lobster Ink.

About Resense

Resense is a leading expert delivering successful and enduring wellness and spa solutions in over 90 spas and more than 30 countries around the world. For Resense, 'It's always about the guest' and this is the only assured route to a successful business. Their unrivalled proprietary management and training solutions have been developed for many years, enabling Resense to actively support their spas and spa teams to ensure they are as profitable for owners and hoteliers as they are uplifting for their guests.

ABOUT LOBSTER INK

Embrace change. Accelerate progress.

Lobster Ink is a leading online training company driven to assist multinational organizations accelerate transformative change by building workforce capability.

Lobster Ink's online learning platform, coupled with their category-leading curriculum design and production capability enables more than 1 million people across 200 countries with the practical skills and knowledge necessary to deliver measurable behavior change.

From course design to production, translation, distribution and committed customer service, Lobster Ink provides an unrivalled end-to-end training solution that is proven to reduce "seat-time" while improving learning outcomes for leading global brands.

For more information, visit www.lobsterink.com

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