

PULSE

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All in the Details

GIVING GUESTS
THE FIRST-CLASS
TREATMENT

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*****SCH 3-DIGIT 100
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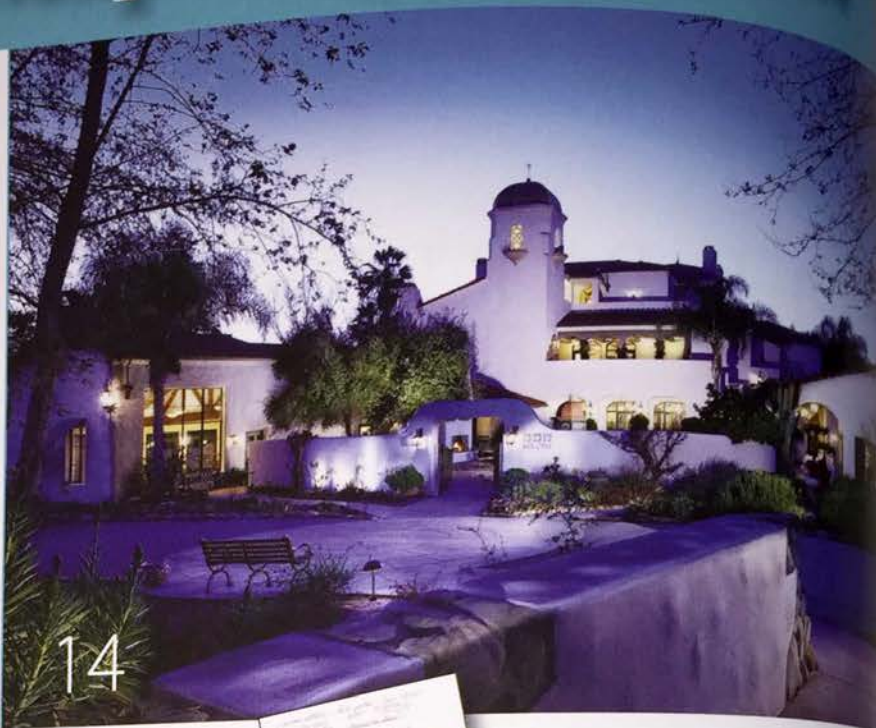


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OVERWHELMED
WORK, LOVE,
AND PLAY WHEN
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THE TIME
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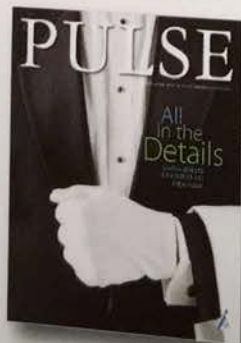
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ABOUT THE COVER

Attention to details—that's what customer service is all about. This issue's cover conveys this message: a polished look, a white-glove service and a royal treatment. Ultimately, it's the smallest details that often make the biggest impression in the world of customer service.

PHOTO COURTESY OF SHUTTERSTOCK

A Day in the Life!

The life of a spa professional is a continuous cycle of daily responsibilities that help make the spa world go round. Pulse asks ISPA members to give us a sneak peek into their daily lives to help us understand the roles they play and the difference they make on a daily basis.



“Navigating through all the different challenges and making the right decisions for advancing our company [is the most challenging part of being the company president].”

— Noelle Herzog, President, Karin Herzog, New York, New York

What's it like to be the president of a globally distributed skin-care company?

Noelle Herzog, president of Karin Herzog—a skin-care brand known for its patented technology containing active oxygen which helps to replenish lost oxygen in the skin cells—says her time is mostly spent on meeting the needs of all of the brands' distributors located in more than 20 countries.

“Navigating through all the different challenges and making the right decisions for advancing our company [is the most challenging part of being the company president],” Herzog says. Thankfully, she has a strong support system, starting with a husband who works as CEO of the company. “We work as a team,” she says.

Founded over 40 years ago on the shore of Lake Geneva in Switzerland, Karin Herzog was born after Noelle's father, Dr. Paul Herzog, discovered the antiseptic properties of oxygen. “Our mission is and has always been to improve the lives of women and to help them show their inner beauty on the outside through having beautiful skin. This was my father's initial idea and we work to keep that legacy,” she says.

A day in Herzog's life spans daily operations, overseeing product development and maintaining transparency with her customers.

★ **9 am** After dropping her youngest daughter off at school, Herzog starts her work day by checking emails.

★ **11 am** Midmorning is usually spent meeting with employees from different departments. “Usually it is about planning production and shipping to different distributors around the world, but also with R&D to discuss product developments and innovations.”

★ **2 pm** Responsible for training across Europe, Herzog spends her afternoons traveling and conducting training sessions.

★ **4 pm** Herzog often works on different projects to better service the organization and its distribution channels.

★ **6 pm** “We travel a lot for work so on days when I am home I make an effort to leave the office by 6 pm to be with my children. When we are travelling, we usually have appointments with our customers or business partners. ■

What day-to-day challenges do you come across as president of the company?

● **Daily operations:** Handling requests from all over the world and trying to find a way to combine all their needs and use them as a driver for innovation and for servicing their different markets and needs.

● **Staff management:** The company is growing rapidly, so we are trying to keep up with the demand but my husband and I share the staff responsibilities.

● **Client services:** My team and I love answering questions from consumers or clients—when you write to Karin Herzog, there's a high probability that you will personally receive an answer from me.

What is the most rewarding part of your job?

Hearing all the testimonies from all our faithful customers around the world who are so pleased with our oxygen creams, giving us amazing feedback and telling us stories about how the creams have solved all their skin problems and improved their quality of life. This has always been for the past 40 years the real essence of our energy and the main driver for bringing the company further: improving the skin of as many people as possible and sharing the amazing innovation my father patented in 1975.