



testifies or have any feedback section. This can make it exceedingly difficult for the usual customer and to see what kind of experience they had. Without the reviews this could be a little difficult to build trust on this website and give this website credibility. And having review up to date, whether on the website or via linked social media. If they added the review dates or up to date this could qualify the service to be offered an enhance effectiveness on the via website.

Question 3c – How is the service presented as high quality? For what reasons would you use the company's service or recommend to a friend or family member?

Answer: The Eden spa Harborne website shows a hight standard quality and it looks very clean this shows professional design and its more focused on relaxing, calming. This is a clear navigation and is very straight forward when booking process suggested, also is well- organised service. The customer may want to choose and recommend that spa because of the different range of treatment. Also, the spa shows the level of customer care, hygiene, creating a great experience to contributes its appeal to make it trustworthy and good for friends and family.

Question 3d - Are prices made clear to customers? If yes, do the prices reflect the quality of service shown? If no, why do you think the company has chosen not to include prices?

The website Eden spa Harborne does not show the price especially more of their treatment. This could be a done-on purpose to encourage customers to contact the spa directly. Also allowing staff the provide their personalised information and to discuss with the customer over the phone. This allows staff to tell their customers to provide personalised information and to talk about the package and other promotion. This creates more change experience and can look a bit harder for the client to compare their possibility out or assess affordability. If they could provide approximate price, it could really be helpful, transparent, and prospective for their clients.