

The Yoga Garden Wins 2018 Spectrum Award for Excellent Customer Service

The Yoga Garden Grows While Continuing Compassionate Practice to Win 2018 Spectrum Award for Excellent Customer Experience

SAN ANSELMO, CALIFORNIA, US, April 16, 2018 /EINPresswire.com/ -- 2018 [Spectrum award](#) winner, [The Yoga Garden](#) in San Anselmo, California, believes in the ancient virtue of Ahimsa – an attitude of universal benevolence and compassion. “Our students are treated with respect and integrity, and our intimate classes cater to the yoga that best benefits them,” explains Winkie Bresler, owner. This focus on compassionate practice is an award-winning business model according to the research of [City Beat News](#) which is charged with identifying small and medium-sized businesses throughout North America that deliver great customer experiences. Winkie continues, “The Yoga Garden loves its students, teachers, and friends as much as its friends, teachers, and students love the studio.” Yoga students agree, describing The Yoga Garden as “very calming, very peaceful, very special” and its classes as “individualized yoga in a group”. The Yoga Garden boasts a five out of five-star customer service rating for the past four years based on CBN’s independent market research using a proprietary rating algorithm to neutralize bias.

For twenty years, The Yoga Garden has acted as a sanctuary to renew the mind, body, and soul.

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Located in the charming heart of San Anselmo, it’s an obvious choice for yoga students throughout Marin County and is easily accessible to those from Mill Valley to Kentfield, Fairfax to San Rafael. Its excellent reputation and strong social media campaigns draw students from elsewhere in the Bay Area along with dedicated, loving teachers willing to commute long distances because of their deep connection to the studio community. What began in 1998 as a warm, restful place to escape the demands of daily life has burgeoned into a dynamic studio with an ever-growing community of valued and

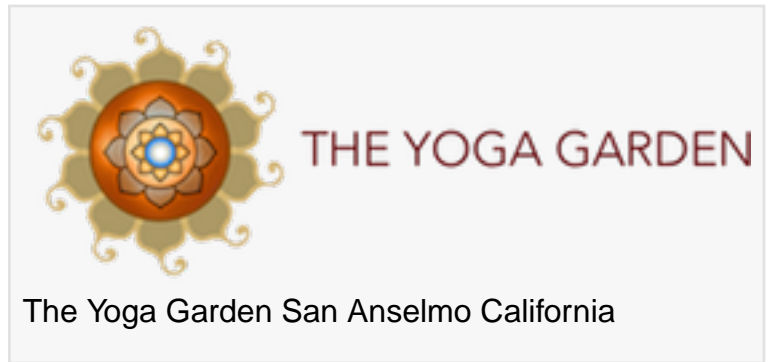
dedicated members. Although the number of practitioners, teachers, and variety of classes has increased over the years, The Yoga Garden’s intention to foster a nurturing environment adapted to meet each individual patron’s needs and practice remains.

The studio is under new ownership, though the new owner is no stranger to The Yoga Garden. Over



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the years, Winkie Bresler has been involved with the studio in various capacities and has incorporated her expertise, cultivated through decades of a diligent personal practice, into exciting new opportunities for the studio and its patrons. Winkie invests much of her time developing relationships with students, she's often available at the front desk to answer questions and personally advocate for their needs. Along with her teachers, Winkie is committed to listening to and helping each



individual student and encouraging a culture where people are willing to go above and beyond for the community. One student calls it “yoga for the right reasons” and another says, “It’s all about The Yoga Garden teachers. They are really great!” Excellent customer service means welcoming all students, new or familiar, as if they have been coming to the studio for decades. They make the entire class experience as comfortable and seamless as possible by offering proactive online sign-ups, educational blogs, monthly passes, quick check-ins, and by greeting everyone who walks through the door with a smile.

This kind of connection creates an environment where students can build their practice through a series of regular classes, such as Wake-Up Yoga, Align & Flow, or Restorative Yoga, while enjoying endless opportunities to challenge themselves with something new. Winkie expanded the scope of classes, adding styles like Kaiut Yoga, Yin Yoga and Qi Qong. She also introduced special events that are popular with the community, like hosting a reposeful retreat at Rockpile Ranch as well a lecture with the esteemed Menaka Desikachar. In addition, clinics target specific issues – yoga therapy uses the safe, mindful application of yogic techniques for individuals facing health challenges like chronic pain. Yoga can be an effective, integrative therapy teaching simple but powerful movement, breathwork, visualization, and meditation tailored to each individual.

At The Yoga Garden, space and intention are differentiators. “The studio is a cozy space, perfect for the intimate classes our students adore. Despite our increasing popularity, students continue to enjoy a warm, harmonious experience and never have to sacrifice individual attention,” states Winkie. To adapt to a growing customer base, The Yoga Garden regularly adds classes based on trends and student feedback. Skilled new teachers introduce their styles, so students have access to more types of yoga than ever before. This allows for classes to remain small while ensuring everyone can practice the yoga that most interests them or aids their personal circumstance. A longtime student sums up The Yoga Garden experience, “I appreciate your space, your talent and commitment. This is truly a garden.”

About City Beat News: City Beat News is a national research and publishing company providing a balanced, objective view of customer satisfaction through independent, annual research. Research findings are comprehensive, unbiased and accurate, and reflect ratings that give guidance to consumers with the credibility that powers communities and economics. By highlighting top-flight service with the Spectrum Award for excellence in customer service, CBN strives to strengthen the highest performing companies across the nation, along with the communities they support. Learn more about CBN at citybeatnews.com.

About The Yoga Garden: The Yoga Garden is a boutique studio that specializes in yoga wellness to encourage everyday joyful, healthy living. The studio offers small classes, therapeutic clinics, and educational programs led by seasoned instructors. Customer loyalty programs include senior discounts, holiday discounts, new student specials and membership benefits, retention discounts, free birthday classes, and more. The Yoga Garden recently created branded apparel, available online, as

a way to
celebrate their 20 years as an engaged, growing yoga community.

The Yoga Garden is located at 412 Red Hill Avenue, #12 in San Anselmo, California. For more information, visit the studio online at their website, www.yogagardenstudio.com, on their Facebook page or at their Spectrum Award page.

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