

## CASE STUDY

# BAMFORD SPA AT THE BERKELEY HOTEL LONDON

## The Challenge



Need for remote system access to view schedules from anywhere. No online booking or ability for guests to book appointments outside of business hours.

## The Solution



Implement Book4Time cloud-based software system with remote system access and online booking.

## The Results



About 20% of monthly bookings come in online. Improved productivity and, as a bonus, less time spend on payroll thanks to comprehensive, easy-to-export reports.



**Laura Brown**

Bamford Spa at the Berkeley Hotel London

## A Forbes 5-Star property in the heart of London

The Bamford Wellness Spa at The Berkeley Hotel, London, is a Forbes 5-Star property in the heart of the UK's largest city.

The luxury spa has five treatment rooms and offers a wide range of relaxing treatments including massages, facials, body treatments and manicures and pedicures. Health Club and Spa Manager, Laura Brown, tells us that the spa also hosts regular "pop ups," providing treatments for a season by a particular brand. "So," says Brown. "We always have some innovative and new treatments for our guests to try."



Credit: Bamford Spa at the Berkeley Hotel London

The Bamford also offers yoga, Pilates, and personal training classes which are very popular with guests, and houses an outdoor rooftop pool and a 24-hour gym.

*"Working in a 5-Star property quite often means that guests wish to book outside our opening hours."*

When shopping for a spa software, Brown and her team's biggest priorities included solving the challenge of remote system access. She said, "We wanted the ability to access the spa bookings and system from anywhere, as working in a 5-Star property quite often means that guests wish to book outside our opening hours."

*“The main thing that we were looking for in a software solution is a fully cloud based system, which therapists and spa team members can access from anywhere.”*

Book4Time was the best software choice to meet this and other needs.

Brown explains, “Online booking and consultation forms were also a major factor in decision making for the system which we launched during the COVID-19 pandemic across our three London properties,” which also include Claridge’s and the Connaught. “With Book4Time we can offer the flexibility of booking online, or being able to contact the spa team and we can book guests in from anywhere at any time.

“One of my favourite reports is the dashboard, which gives me a quick overview of what is happening at the spa”

Brown says that the most appealing factor for the Bamford about Book4Time was “the online bookings and online based nature” of the software, and, “in addition, the quality of the reports was a key driver in the decision in bringing in this particular system. One of my favourite reports is the dashboard, which gives me a quick overview of what is happening at the spa.

“I find all of the reports very useful, in terms of analysing KPIs, processing payroll, and seeing which brands are selling the most. Sales by brand’ is one of my favourite reports that shows how our brands are all performing in terms of retail. Also the dashboard is extremely useful to use on a day to day basis and provides useful insights.”

## Approximately 20% of Bamford’s monthly bookings now come in online.

Brown says Book4time has increased productivity thanks to online bookings now representing approximately 20% of Bamford’s monthly bookings. She says, “I am confident that

many of those guests who have booked online, would not have called to book.”

Moreover, “I spend a great deal less time in processing my payroll as reports can be exported to Excel. It makes working with the numbers easy. I would also say that online bookings are going from strength to strength and increasing our revenue all the time.”

Since going live with Book4Time, Brown also says, “The 24-hour support is extremely useful and the help button on the screen, for any special queries we might have. Also the user friendly nature of the system.

“Nizar from the training team was outstandingly helpful to us at the set up stage, and he continues to be. He provided second-to-none support and always answered our queries promptly and efficiently.”

Asked about the onboarding process and what she has been most impressed with, Brown says, “The implementation process of training and onboarding was highly organized. The project was managed well in terms of timelines and tasks. The training was enjoyable and accessible for the team and it was all done online. The team could practice on a training site before using the live site which was useful.

## Would Brown recommend Book4Time?

*“I would wholeheartedly recommend this system to other spas as it is user-friendly and easy to integrate into the hotel operations.”*