



**THE SPA DIRECTOR
COLLABORATIVE:
A GUIDE ON HOW
TO GROW YOUR
BUSINESS WITH
SOFTWARE**



How has Book4Time benefitted your business?

We asked Book4Time customers to share how our software system has benefitted their spa businesses, improved operations, and/or saved them time or money. And, boy, did we get responses, from increased revenue with online booking to time saved with reporting dashboards and rave reviews of our 24/7 customer support.

Let's take a look at what our amazing network of top spa and wellness leaders had to say about the Book4Time software system.



Pedro Castillo,
Eden Roc Cap Cana

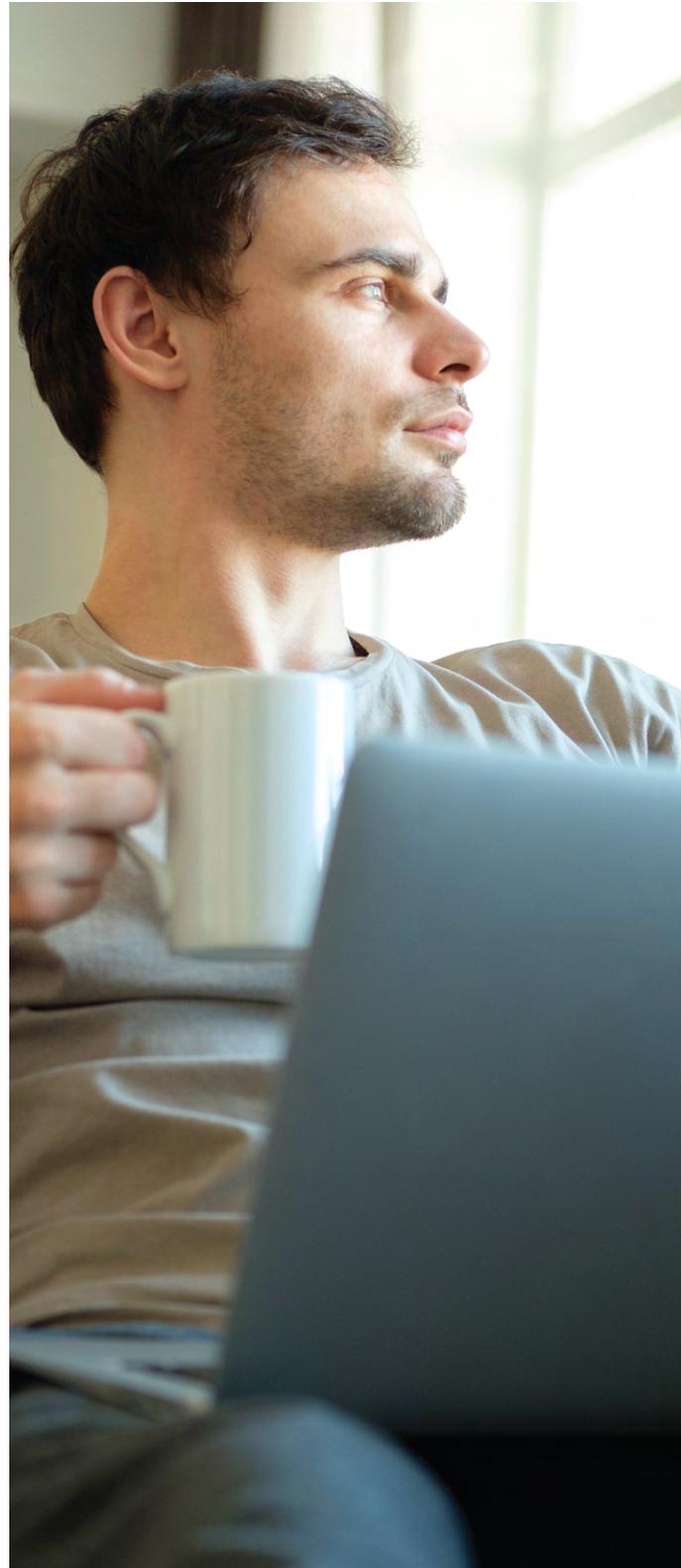
Let's begin with a broad overview from Eden Roc Cap Cana Spa Director, Pedro Castillo. Castillo said about a year after implementing Book4Time, "On the sales front, we've increased sales by 42% since using Book4Time. There are a few factors in play here. Since we have better control of our inventory, we've been able to drive more sales on the retail side. Due to our newfound marketing capabilities, we can drive repeat business by offering those incentives I mentioned. But a big part of this increase comes down to confidence. When we scheduled with Excel, we just didn't have the insights needed to optimize scheduling. Our staff were afraid of overbooking, so they under-booked. This is what happens when you don't have the proper visibility. But since we can fine-tune and optimize our schedule, our staff aren't worried about overbooking. We can maximize everyone's time."

But why did you choose Book4Time?



Irisha Steele,
Farmhouse Inn & Restaurant

Irisha Steele, Spa Director at Farmhouse Inn & Restaurant told us, "When I arrived, the spa used Mindbody, a very popular platform in the wellness industry. Mindbody works for wellness



appointments and classes, but it isn't the right solution for every circumstance. The platform is limited when it comes to spa services, and didn't have the kind of analytics or forecasting capabilities that I wanted for the Farmhouse Inn Spa."

She went on to say, "As much as we were invested in the physical spa experience, we also wanted the spa to be profitable. I'm analytical, I love numbers, and I love ensuring that my team has everything they need to succeed. That means making sure they can focus on the clients, not on technology. I pitched Book4Time as a user-friendly platform that could grow with the Farmhouse Inn Spa. It was also cloud-based, which would be a big bonus as we scaled."

The benefits of online booking can't be overstated

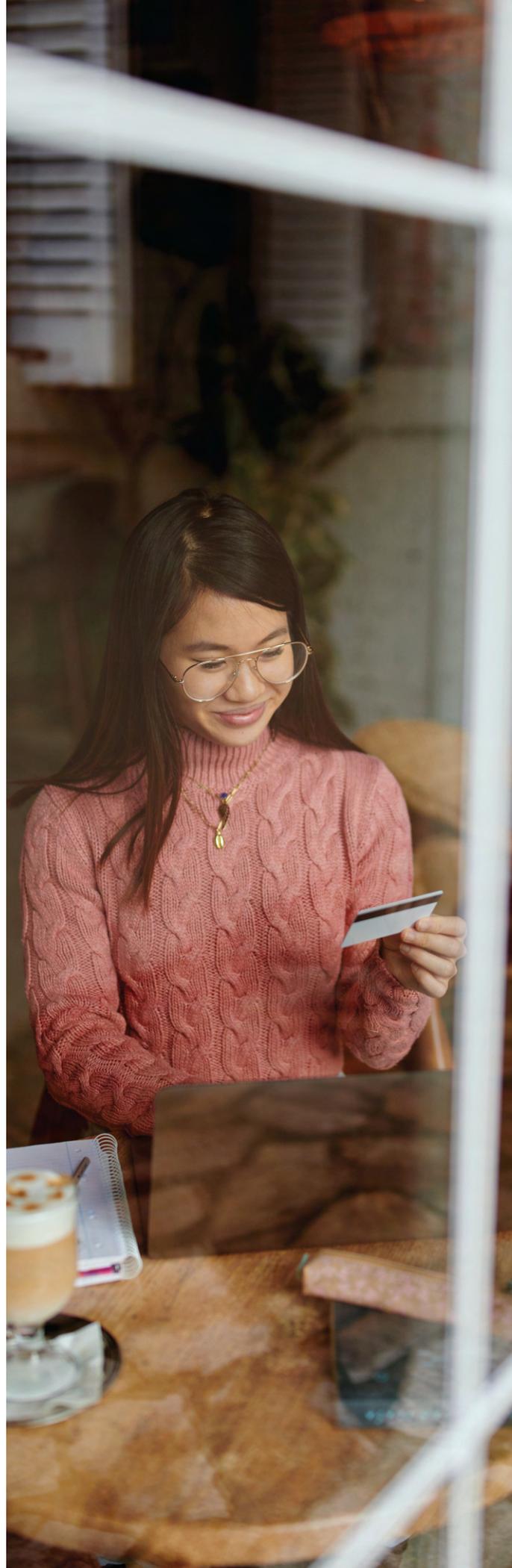
Online booking is among the top reasons people love Book4Time.



Michelle Frye,
Hotel Del Coronado

Michelle Frye, Director of Spa and Retail at Hotel Del Coronado, said the online and mobile booking "has been the best part" of Book4Time. In 2020, she said. "We don't risk losing that revenue we were losing through call abandonment, and we alleviate some of the call volume from the call center. This also allows us to yield our treatments and turn on or off online treatment options based on demand."

In the first year after the Del transitioned to Book4Time, online and mobile booking accounted for 11% of total business and generated \$240,000 in revenue. We thought this was impressive, until we caught up with Frye in mid 2022 and she told us that in the year to date, 36% of Spa & Salon at the Del Coronado's



business was booked online, resulting in more than \$1,000,000 in revenue.



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Plus, online and mobile bookings can help reduce cancellations. Pedro Castillo said "With Book4Time, our clients reserve online and the system automatically sends them appointment reminders. It's a better experience for the guests and less work for us. As a result, we've reduced our cancellations by 90%."

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Yoshimi Anderson,

Na Ho'ola Spa at Hyatt
Regency Waikiki Beach

Yoshimi Anderson, Spa Director at Na Ho'ola Spa at Hyatt Regency Waikiki Beach, also said her favorite feature is the online booking. "This is why we wanted Book4Time," she said. "Appointments come in while we are asleep. Guests can easily book online at any time, so we do not have to stretch operation hours just to stay open. We open when guests want to come in." She added that 50% of the spa's revenue is now coming from her online booking site.

Digital intake forms save hours of time per week

Digital intake forms allow you to collect customer information before they arrive at your spa, reducing wait times and streamlining the customer experience.





Jane Fellows,

Willow Stream Spa at Fairmont
Sonoma Mission Inn

For Jane Fellows, Director of Spa Operations at Willow Stream Spa at Fairmont Sonoma Mission Inn, this was the most important feature of Book4Time. “We were having the guests fill out paper medical questionnaires on site,” she said. “Because we are a busy spa, we could have 20 guests arriving at the same time, and finding clipboards for everybody to fill these things in was always a nightmare. Then, at the end of the day, we would have to scan them all into the system and file them all away. It was a huge amount of work.” In fact, she said, the team was “probably spending about an hour a day” just filing away the paper copies. Digital forms saved the spa seven hours, which is an entire workday, per week or almost two months a year.

Plus, the information is now stored in the system, making it easier to access when needed. “I love the fact that it’s there for whichever provider is going to deal with the guest the next time and that they still have access to it,” Fellows told us.



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Reporting dashboards tell you what you need to know, at a glance

Jane Fellows also said that the reporting dashboards improved operations and saved time at Willow Stream. “We have a reporting tool that the corporate office asks us to fill out on a daily basis and this information is very accessible with Book4Time.” And she added that the functionality has saved the team about 20 minutes a day, or more than two hours a week (104 hours a year).





Daisy Tepper,

The Post Oak Hotel At
Uptown Houston

Uptown Houston, told us that Book4Time's reports helped her justify the cost of a new treatment room. "The reports are really good," she said. "The treatment room utilization shows us how much money our rooms are pulling in and what we can do better regarding occupancy. This report actually allowed me to justify the cost of a new treatment room for the spa.

"The owner of the Post Oak is all about performance and he needs to see justification before he can decide if he's going to expand the spa and how. I ran the report and he could immediately see the benefit, so he gave me the money to build another one." The spa now has a beautiful couples suite with a fireplace.

Tepper also told us that Book4Time's payroll reporting had reduced her time spent by 83%.



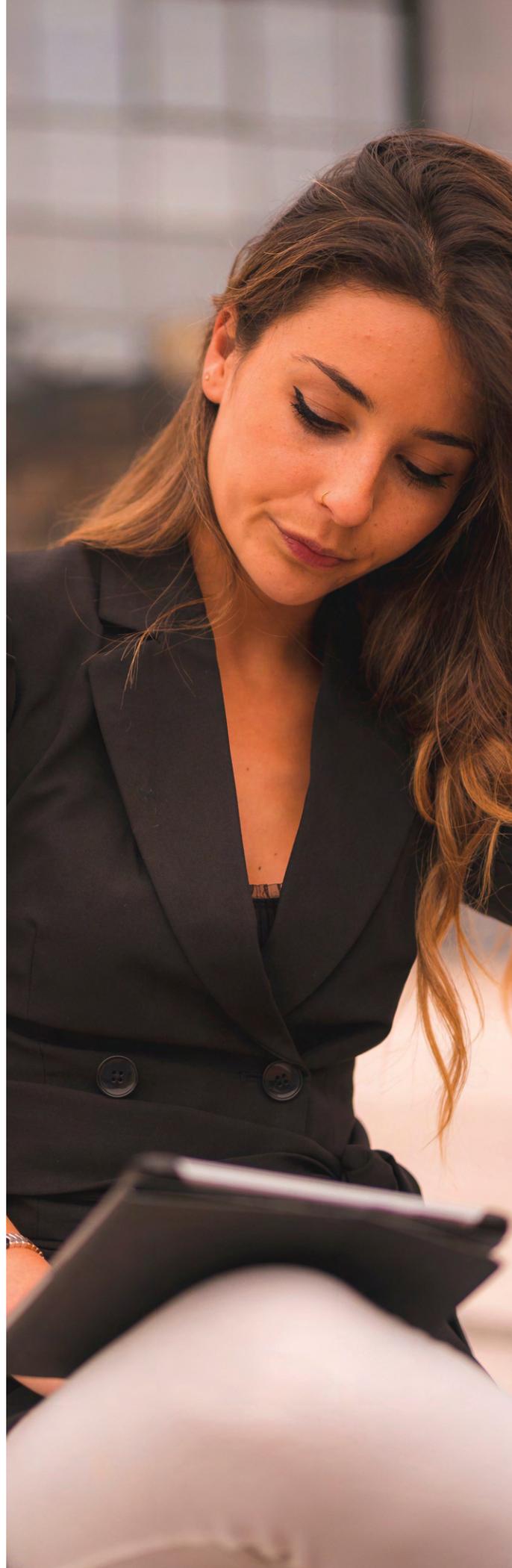
**Book4Time's payroll reporting
reduced time spent by 83%.**



Shane Bird,

Turning Stone Resort and
Casino Ahsi spas.

Another glowing review came from Shane Bird, Director of Spa Operations at Turning Stone Resort and Casino's Skana and Ahsi spas. Bird told us that using Book4Time's reporting dashboards reduced time spent on payroll from 6-7 hours a week to about 15 minutes, a 95% reduction in time spent or 350 hours (nearly three work weeks) saved per year. Bird also said it was taking another 5-6 hours every day for someone in finance to sit and audit the transactions and that Book4Time has



eliminated all of that. “We estimate that our time spent on administrative tasks overall was reduced by about 92%, which is monstrous.”

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Jennifer Lynn,
Resorts World Las Vegas

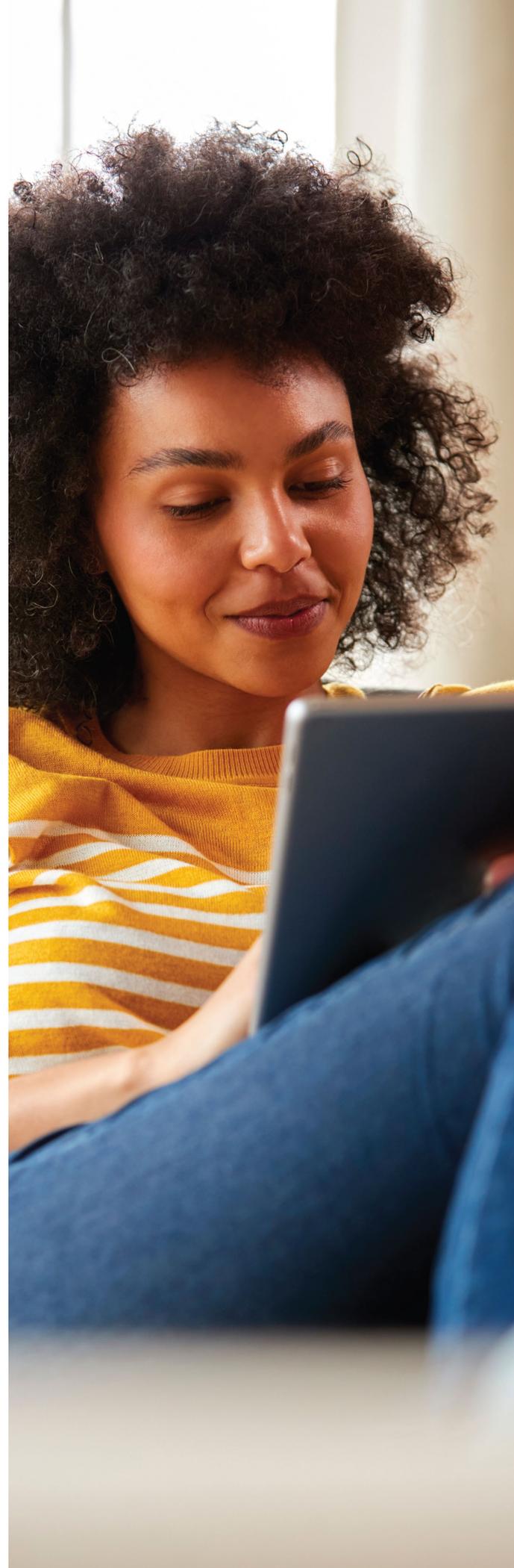
And Jennifer Lynn, Spa Director at Resorts World Las Vegas, said, “The complexity of spa payroll could leave a scholarly mathematician confused. Book4Time has a software program that can adapt to the diversity and complexity of compensation when configured properly and makes it simpler to understand.”

Customer support that is always there for you

Finally, Book4Time’s customer support team is an ongoing point of pride.

Jennifer Lynn said, “Customer support has been the most impressive. As we have worked to create a system that represents the unique complexity of our operation, the support team has been very responsive to inquiries regarding configuration.”

Daisy Tepper said, “I love the team. I love Krista (Book4Time’s Customer Success Director, Krista Foulis, is the former Spa Director at Park Hyatt Toronto). She is fantastic. I’m not an easy person. I can be a bit of a challenge to work with. I’ve got a lot of questions and I want things done a certain way. Krista has been in the operations, she’s worked as a spa director. She understands every step. When we communicate she knows



exactly what I'm talking about and how to handle it, which makes life so easy and such a pleasure."

And Jane Fellows echoed this praise, stating that, whenever there is an issue or question, "the support team has been amazing.

Would you recommend Book4Time?

"I would absolutely recommend Book4Time. I'm a big fan. It definitely makes things much easier." – Jane Fellows, Willow Stream Spa, Fairmont Sonoma Mission Inn

"If you request, Book4Time provides." – Yoshimi Anderson, Na Ho'ola Spa at Hyatt Regency Waikiki

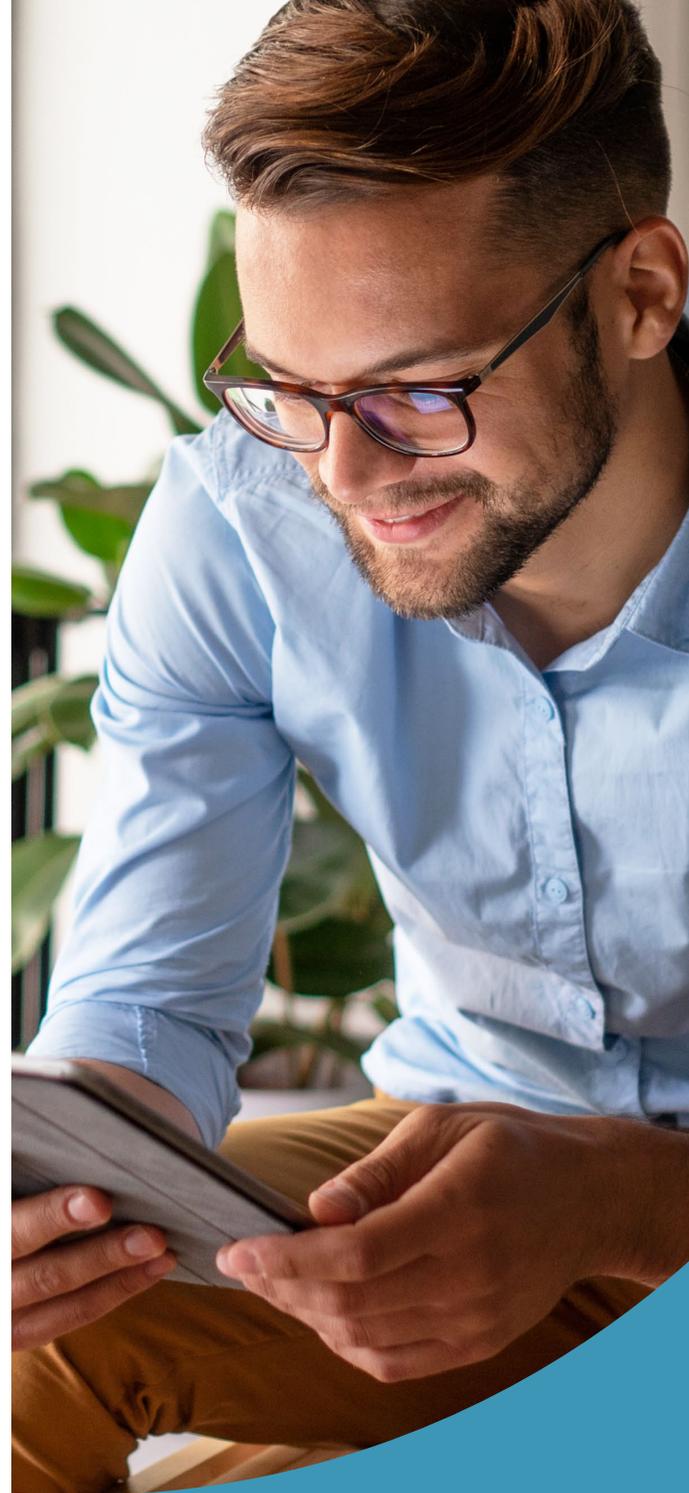
"I would absolutely recommend Book4Time, and I do. Book4Time is just way ahead of everybody else." – Daisy Tepper, The Spa at the Post Oak Hotel at Uptown Houston

"I would definitely recommend the onsite training piece! The entire process was very seamless and the Book4Time team was great." – Michelle Frye, Spa & Salon at the Hotel Del Coronado

"Thanks to Book4Time, my staff and I are spending less time dealing with administrative, accounting, staffing, and inventory issues, and more time dealing directly with customers." – Pedro Castillo, Eden Roc Cap Cana

"Book4Time demonstrates a beautiful way to merge finance, technology, and luxury in a seamless, user-friendly way. It's brought the Farmhouse Inn Spa into the digital age, keeping up with the needs and expectations of our guests." – Irisha Steele, Farmhouse Inn & Restaurant

"The spas at Turning Stone gained ease and efficiency at every level, and Book4Time has brought us into the 21st century." - Shane Bird, Turning Stone Resort and Casino



Are you ready to explore how you can take your spa revenue to the next level with revenue management with Book4Time?

[Schedule a demo today!](#)

 www.book4time.com

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