



9 THINGS YOUR SPA SOFTWARE SHOULD DO FOR YOU IN 2022



Leaders in the spa industry can be stretched thin, taking care of numerous responsibilities and pulled in different directions. Between managing teams, staff schedules and inventory, tracking revenue, booking appointments, keeping things clean, handling front desk duty, and more, what time is left for truly focusing on the guest experience?

Running a busy spa can be overwhelming, but it doesn't have to be. Your spa management software can lighten your workload and give you the time and energy to focus on other things. It's 2022. If you're not using a spa software that makes your life significantly easier by now, it's time to re-evaluate.

Your spa software should be handling the day-to-day tasks that take up time but could actually be automated – and you might be surprised at how many that is! It's 2022, and technology has come a long way. Take advantage of these advancements, make your life easier and improve your business operations.

In 2022, your spa software should do these 9 things for you:

1 Book your appointments through a custom online & mobile booking site

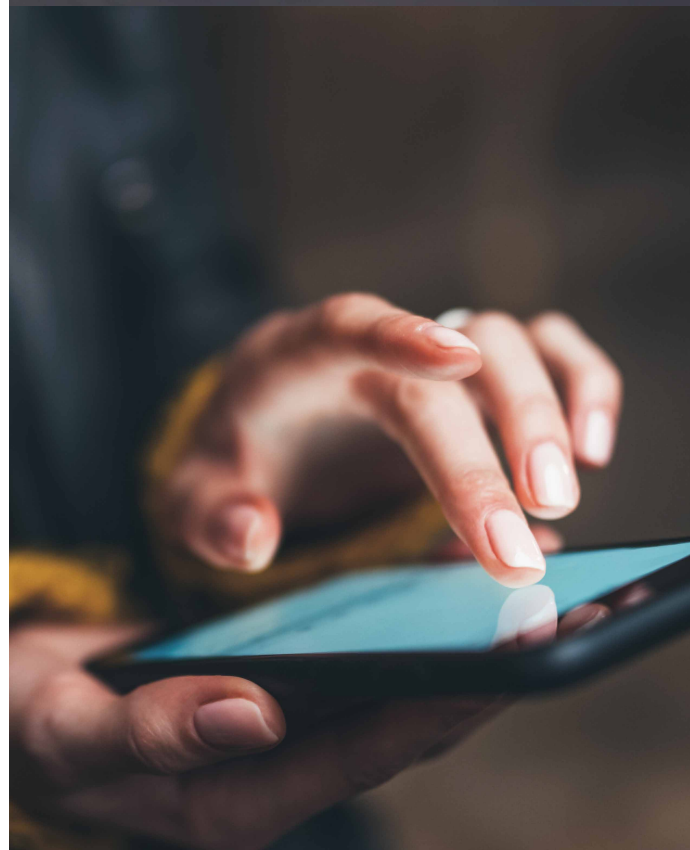
Are you still taking only phone appointments in 2022?

People want to do things on their own time. They want to book appointments when the mood strikes, whether it's at 11pm or 3am, and not have to call back at nine in the morning if you're closed. And they don't want to be put on hold. A 2017 survey found that nearly 60% of medical appointments were booked outside of office hours, and that more than 80% of respondents wanted the option to book online. In a spa, this option should be offered without hesitation. Separate research found that a third of people are not willing to wait on hold at all, and nearly 30% will hang up after one minute. Less than five percent said they'd wait as long it took.

A custom online booking site designed specifically for your spa will reduce missed appointments and call abandonment during high traffic times or when the spa is closed.

2 Facilitate smooth, contactless experiences

People want to do things quickly and conveniently, often without interacting with a human. This goes beyond just online booking and extends to experiences as whole. Over the past couple of years, consumers have become accustomed to the convenience of contactless experiences and getting things they want when and where they want them. They don't want to wait in line to fill out a form, check in, or pay. They want to pop by and pick up something that they've ordered online and that is ready and waiting for them, pay with the click of a button, and breeze past the lineup. They've become accustomed to not having to go out of their way.



Digital intake forms, contactless check in, check out, and payment options like Book4Time Pay are key to offering a streamlined, simple, contactless experience. Your software should also facilitate communications and deliver messages (like locker assignments) to guests who choose to bypass the desk.

Reduce your paper waste: As a bonus, these contactless experiences reduce waste. Sustainability is top of mind for everyone right now. You can go green with Book4Time's Guest Intake and HIPAA compliant digital intake forms that allow guests to fill out the information required for spa services and activities in the privacy of their own home and on their own device. Reduce clutter in your filing cabinet and your carbon footprint.

3 Create custom guest itineraries

The spa isn't the only amenity in many hotel and resort properties. Managing multiple wellness departments, like spa, activities, classes, and cabanas for you and your guests is something your software should handle for you. Your system should integrate across all of your amenities to seamlessly design entire itineraries through one central system. For example, a wellness concierge might handle a guest's journey from beginning to end through your system, elevating your guest experience and eliminating the need to create multiple itineraries for different wellness areas. A guest can book a massage, take a yoga or cooking class, and go on a wine tour on one single itinerary without interrupting their experience.

If your property has gone green, these itineraries can be sent via email, again reducing paper waste.

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4 Capture more revenue

Yield management is integral to spa success. This is the ability to adjust prices during high traffic days and times based on demand and market factors, much like hotels, airlines and ride sharing platforms. Your software should facilitate this for you, for example, by only offering your highest revenue generating services during peak time, and lower revenue generating services during slower times. Most of the hospitality industry relies on this best practice to drive the most revenue for their business, and yet spa has been slow to catch on.

The opportunities for revenue management, of which yield management is just one part, are many. Diving into your data on your software's reporting dashboard will give you the information you need to implement operational changes to capture more revenue and leave less money on the table.



5 Help manage your customer relationships

Your spa software should help manage your loyalty program, promotions, memberships, gift card sales, and customer relationships. Not only are these things a lot of work, doing them manually means you miss opportunities to improve the guest experience like personalizing memberships and reward programs.

Software should capture your customer information and, where applicable, make it accessible across multiple locations. Beyond basic information like name and contact, a note taking function that can log information like past purchases, favorite wine and aromatherapy scent, birthdays and other important dates, and even slipper size, to allow service providers to create incomparable guest experiences created for every individual. You can also use this information and in your targeted marketing efforts.

And your CRM feature should also segment customers into groups and help you understand the demographics of your spa. So, instead of taking a one-size-fits-all approach, you can tailor your marketing and offers to specific groups, like local guests, hotel guests, members, and corporate guests.

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6 Track turn-away & reduce cancellations

Your spa probably turns customers away every week. Knowing the reasons can help you recapture that lost revenue. For example, maybe the time slot they wanted was too busy, or they wanted a female therapist and you didn’t have anyone free. This can be difficult to track yourself and it can easily fall by the wayside with everything else you’ve got going on. Book4Time tracks your reasons for turn away, so you don’t have to. This information can inform operational changes and your yield management strategy, so you can turn away fewer – and welcome more – guests.

And, when dealing with last-minute cancellations or no-shows, it can be difficult to know whether to charge the guest. Your software should allow you to capture a credit card guarantee at the time of booking, as part of your revenue management strategy, but whether to charge it is another question. Before you make a decision, your CRM should track the lifetime value of a customer and tell you how much they spend at your spa and whether they frequently cancel.



7 Manage your business intelligence, reporting, and payroll

One of the most important aspects of a successful spa business is comprehensive reporting and analysis of your KPIs and metrics. Tracking your revenue, therapist utilization, occupancy, customer buying trends, and everything else manually takes a lot of time and leaves a lot of room for error. Auditing transactions and tracking payroll takes hours of time every week (even every day). This is something you should no longer be doing. Your software should do it for you. Your software should offer real-time dashboards, central reporting, and end-of-day reports and financial summaries. This is the data you need to make good business decisions.

Only when you know what's happening with your numbers can you take control and improve them.

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8 Keep your data secure

Your guests want to know that their health, personal, and payment information are secure. In 2022, this shouldn't be something you have to wonder about. Your software provider should be able to guarantee GDPR and HIPAA compliance, and that your customer data is safe.

9 Your software should take care of your needs

At the end of the day, what your software should do is take care of your needs. It should come with excellent and responsive customer service that is available 24/7. You should be able to rely on your software's service team if anything goes wrong or you have a question.

In 2022, your spa management software should be designed to support your guests, your team, and you. Does it?



Book4Time is the world's most innovative spa software. We keep up with technological advancements and boast 99.99% uptime and the most responsive 24/7 support team in the industry. We know what your spa needs to thrive in 2022.

[Book a demo today!](#)

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