



## THE EASE OF SWITCHING YOUR SPA MANAGEMENT SOFTWARE

### INTRODUCTION

*If you think switching spa management software systems has to be a difficult and stressful experience, here's some good news for you.*

Changing the software you use for your spa or wellness business can be a daunting prospect. As with anything in life, even when things are not working as well as we would like, we fear that something else might be worse. However, while change is scary, it's necessary to keep pace with developments in the world around us. This applies to biology and businesses alike. Animals that can't adapt to changes in their ecosystem become threatened, and the same thing happens in business.

Technology is changing everything, and those who don't adapt will fall behind.

History is replete with examples of businesses that serve as cautionary tales against ignoring the writing on the wall. Newspapers, analog camera companies, and even former dotcom giant Yahoo are all cases in point, often held up, of what not to do when faced with change. Newspaper editors thought people would always read them, Kodak seemed to think digital photography would never take off, and Yahoo miscalculated the importance of search.

# LEGACY SYSTEMS CAN LEAVE YOU STUCK IN THE PAST

If you're running on a legacy system, there's a good chance that you're missing out on important technological advances that can make or break your business success in the new world.

When evaluating a new software and whether or not you should make the switch, it's important to create a checklist or have a guideline for exactly what you're looking for. It's much like buying a house. What's on the list of "must-haves"? If your current software company doesn't offer these features and services, consider making a change:

## Appointment Booking

This sounds obvious. There was a time when even online booking was uncommon in spa and wellness. Those days are gone and you now need these things to stay competitive. Millennials, who make up more than one quarter of the global population and about a third of the retail sales market, don't make phone calls, and customers want the option to book appointments at their own convenience, not yours, which can mean booking outside of business hours. Online booking makes your business more efficient, and if you don't have it, you are leaving money on the table.

## Staff And Payroll Management

Spa software should take care of your staff scheduling and shift management, and eliminate conflicts. It should offer automatic tracking of commissions and spiffs, and track upselling and cross selling. A good software will manage your payroll and allow you to track KPIs and performance, and offer performance-driven rewards.

## Inventory Management

Manual processing of inventory takes a lot of time and can easily result in a shortage of a product you need and abundance of one you don't. Spa software should take care of auditing and adjustments in real time across multiple locations, and track your purchasing, receiving, and product sales.

## Customer Relationship Management (CRM)

Your promotions, loyalty program, gift card sales, memberships, and surveys should be managed by your spa software. Doing these things manually is not a good use of your time, and means potentially missing opportunities to improve the guest experience, like the opportunity to personalize your memberships and reward programs. Software should handle your turn-away tracking and yield management, so you can better optimize your schedule and occupancy.

## Revenue Management

Your chosen platform should have a built-in Point of Sale (POS) and the ability to process multiple payment options, including cash, credit cards

and gift cards. It should provide express check-out options, email receipts, process membership dues, and allow for central tracking and redemption of loyalty points, automatically updating balances on your customers' accounts. Your spa software should also seamlessly integrate with your hotel Property Management System, where necessary, and allow the option to transfer all spa revenue to your hotel system.

## Business Intelligence And Reporting Management

One of the most important aspects of a successful spa business is comprehensive reporting. Keeping track of all your KPIs can be incredibly time consuming, and manual reporting leaves a lot of room for error. Your software should feature real-time, comprehensive dashboards and central reporting on operational efficiency, sales, staff performance, customer buying trends and demographics, and more, for all of your locations.

## Reliable Data Security

Are you certain that your guests' health, personal, and payment information is secure? Your

software provider should be able to guarantee GDPR and HIPAA compliance, and that your customer data is safe.

## Responsive And Fast Customer Support

For many software companies, customer service and support are afterthoughts rather than priorities. We have heard stories of spa managers waiting hours, even

days, to get a response from some software companies after reporting a problem, all the while with a system that is down! A spa software company should be there for you, always. You have a business to run.

## Communication Across Multiple Properties

If you are an enterprise business, your software system should communicate across all of your

properties, sharing customer and inventory information, among other things. Guests should not have to provide their contact and health information more than once, and being able to share this information allows you to seamlessly create a personalized guest experience whenever a guest visits any of your spas.

# CHANGE IS EASIEST WITH A SOFTWARE PARTNER THAT WILL ELEVATE YOUR BUSINESS TO WHERE IT SHOULD BE

If your software does not offer these things, it's time to switch. This might sound scary, but it doesn't have to be, depending on the spa software provider you choose. Yes, with the wrong company, switching can be a nightmare. With the right company, switching can be painless, and the rewards are well worth it. However, the checklist shouldn't end there. When evaluating a new provider, it's important to look at more than just the features. Let's take a deeper dive into some of the services you should evaluate when picking a partner.

Look for a partner that makes it easy, with functionality that meets your needs, and people you can actually talk to. Also look for a company that can provide the following:

## Remote Setup And Installation

Often, when you switch software, you have to have teams come onto your site to set up and install servers. This is the case with on premise solutions, but not with cloud software. Cloud software can be set up entirely remotely, requiring no disruption in your spa space. It also takes up no room, as the server is stored in the cloud.

## Gradual Implementation

It's not unheard of for a business to have to shut down for a week or so

for installation, setup, and training on a new software system. You probably can't afford that. Ideally, a software company allows you to take your time and can do the installation, set up, and training over the course of several weeks, rather than cramming everything into a few days. For example, you can take one training session a week, if you like, and continue running your business uninterrupted. This allows time to adjust and get things right, and relieves the stress you would feel if placed under a time limit. Also, with a cloud-based system, you can do your training from anywhere, because you don't have to be on site to access it.

## Subscription Payment Model & Minimal Upfront Cost

The upfront cost of switching to an on-premise system can be huge (plus the cost of additional licenses, should you wish to add them later). Cloud software is purchased by subscription, meaning there is no big initial spend and payments are more manageable. Cloud software implementation also doesn't require the purchase of a server or the IT infrastructure you would have to put in place with on-premise software.

## Data Importing

Some software companies, particularly legacy systems, require that you manually enter all your own data, including product, service, gift card, and customer contact information when switching. This can take days. It's no wonder switching sounds like a scary prospect! A good software company, however, allows you to provide them with information, imported into a spreadsheet, and

will input it for you, electronically. Note that, if you have been using an older system for several years, this is a good time to clean out old and irrelevant information.

## Multi-Location Business Management

Nobody wants to have to install and implement software one spa location at a time. An enterprise level business needs an enterprise-level software that only has to be

installed once, and can then go live across multiple locations. Only a few adjustments are required, like entering staff schedules and product information for items that may differ between locations.

It may never feel like the right time to switch your spa software, because it's a big change. If you choose carefully, however, and do your research, switching can be much easier than you expect, and the rewards will be worth it.

## WHY BOOK4TIME

At Book4Time, we work hard to make the transition from another software as easy as possible. Many spa customers have made the switch from other software solutions to Book4Time, and we've heard a lot of great things about the experience. Here's one example:

"The setup was great. The Book4Time team was really proactive about setting up conference call/ training times and made it so nice for our team. This software is super versatile -- you can use it for not only spa but also retail outlets as well. Super user friendly and assistance is always available if you run into a question!"

We pride ourselves on the customer support we provide during your transition and beyond, because your success is our success.

## About Book4Time

Book4Time is the leader in guest management, revenue and mobile solutions for the most exclusive spas, hotels, and resorts around the globe. Book4Time is the only enterprise SaaS technology designed to support

international hotel/resort spas and multi-location day spas. The Book4Time brand portfolio includes Marriott, Accor, Hilton, Four Seasons, Hyatt, Shangri-La, Jumeirah, and Canyon Ranch, as well as many other world-renowned spa brands located in over 85 countries worldwide. The system's architecture is cloud-based and fully scalable for complete management control of multi-location spas & salons from a central online service platform.

Book4Time Spa Features: Integrations with over 50+ Hotel Systems (PMS, Payment Gateway, Guest Interaction), Loyalty Program Management, Special Offers & Discounts, Guest CRM, Inventory Management, Reporting and Dashboards, SMS/Email Appointment Confirmations and Reminders, Package Management, Membership and Subscriptions Management, Commission and Incentive Handling, Online & Mobile Spa Bookings, Activity and Class Booking, Mobile Access on any Device and Digital Intake/Waiver Forms.

## GOT QUESTIONS?

Visit [Book4Time.com](http://Book4Time.com) or contact us to schedule a demo



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