



## CASE STUDY

# FOUR SEASONS HOTEL TORONTO

Four Seasons Hotel Toronto is the company flagship, a striking and elegant hotel in the city's historic Yorkville neighborhood that opened in 1961. A short walk to shops, restaurants, galleries, and world-class museums, and just minutes from the financial and entertainment districts, Four Seasons Hotel Toronto combines chic sophistication with the ultimate in creature comforts and is famous for exemplary service.

The 55-story hotel and 26-story residential tower feature 259 guest rooms and suites and 210 residential units. The Café Boulud restaurant is considered one of the best in the city, a French brasserie with a seasonally changing menu, while d|bar by Chef Daniel Boulud offers cocktails and casual dining.

## The Spa at Four Seasons Hotel Toronto

The Forbes Five-Star Spa at Four Seasons Hotel Toronto spans 30,000 square feet, making it one of the biggest spas in the company. There are 19 treatment rooms, four manicure stations, four pedicure stations, and two hair stations. A retail space offers a curated selection of products - many from local vendors.

Full spa and wellness services include massage, facials, body treatments, and the Wellness & Bio Bar, short for biohacking, which features a menu of service offerings catering to specific goals centered around four pillars of mental, physical, spiritual and sexual wellness.

Senior Spa Director at Four Seasons Hotel Toronto, Carlos Calvo Rodríguez, originally from San José, Costa Rica, began as a Spa Therapist at Four Seasons Resort Costa Rica in 2007. By 2012, he was spearheading the opening of the Spa at Four Seasons Toronto, establishing it as a city landmark. His work took him to global destinations like Doha and Bali, and he boasts a tenure at Shangri-La Hotels in Hong Kong. Recently, Carlos returned to Four Seasons Hotel Toronto, enriching it with his vast cross-cultural wellness expertise.

The large spa employs about 75 team members and averages between 90 - 100 appointments per-day during the week and 120 - 150 appointments per-day on the weekends. The Spa at Four Seasons Toronto has been using the Book4Time software system since it opened in 2012, and was one of the earliest adopters.



## A cloud-based system to meet a long list of needs

Calvo Rodriguez was one of the people in charge of the decision to go with Book4Time. He explains that they didn't want an onsite server, and Book4Time was the first to offer a cloud-based spa software. On top of

that, the list of things Calvo Rodriguez and colleagues were looking for is long.

“We wanted a user-friendly software for staff and guests,” he says, “We liked Book4Time’s inventory capabilities that track purchases and generate automatic barcodes for retail items. We wanted the ability to offer online gift certificates -- that was a big thing back then -- to streamline the booking process, and a flexible scheduler. We also wanted our therapists to have remote access to their schedules so they could see any changes ahead of time.”



## White glove customer service

Book4Time offered these things, but that’s not the only reason Four Seasons Hotel Toronto chose the system. The customer service was a strong motivator.

“We had a great connection with Roger and Erica (referring to Book4Time CEO, Roger Sholanki, and Sales Director, Erica Martin) and I would say those two individuals were key. When we launched, Erica was here for us and was amazing. She spent hours helping us, walking us through everything. It was fabulous. That was one of the things that we valued most.”

*“Interactions with the people at Book4Time are very professional and respectful.”*

Twelve years later, he’s still impressed with Book4Time’s customer service. “The people at Book4Time have always been open to listening to our suggestions for improvements. The technical support is fast, and interactions are professional and respectful.”



## A spa software system that continues to evolve

Over the years, Calvo Rodriguez has remained a fan. “I fell in love at the start. I was excited because I understood Book4Time’s set-up and could bring this to other locations and properties, and help people enjoy the user-friendliness and all the capabilities. And the software has evolved.”



"We all face challenges as we grow and deal with different types of clients and different perspectives around the world. It's an ever-evolving situation, and we have great communication with the Book4Time team. I feel free to bring up issues or raise suggestions for new features based on our experience."



## Book4Time is "way beyond other systems"

*"Right now, the other software companies are trying to catch up with Book4Time."*

Compared with other systems he has used in the past, Calvo Rodriguez says Book4Time is more flexible, and more robust than other software systems. "It's way beyond other systems in terms of user-friendliness. And I haven't seen others evolve in the same way -- right now, they're trying to catch up with Book4Time. It's important to keep that pioneering mindset and I hope to see Book4Time accelerating and evolving even more, because technology moves so quickly."



## More luxurious, nicer, and more professional

Calvo Rodriguez's favorite Book4Time features and functionalities include:

**The reporting dashboard:** "I love the reports. I like to see the revenue forecast, the sales summary by day, and the service analysis by group."

**Yield management:** "It's so smart and easy. It brings revenue to the spa without us having to do anything more than change the pricing according to our needs, or the time of day or year. I love this feature and how easy it is to create the settings and customize it to each property."

**Online booking:** "This is crucial nowadays. 20%-30% of our appointments are currently booked online and we hope to increase that to 50% in 2024."

**Guest Intake digital forms:** "I love digital solutions, and this is a very good solution."





The option to fill out the forms at home saves time at check-in, but even when they didn't do it beforehand, it's more luxurious, nicer, and more professional when we present them with an iPad rather than just a piece of paper. This solution is eco-friendly, which supports our sustainability goals."

**The note-taking function:** "We can save information about guest preferences and personalize their next experience. That is something that makes a big difference when you're providing a luxury experience as we do."

## Would Carlos Calvo Rodriguez recommend Book4Time?


Calvo Rodriguez would "100% recommend Book4Time." He says, "That's an easy one. I have a great deal of respect for Book4Time because I think it's a company that looks to the future and listens to the people in the field."

*"I would 100% recommend Book4Time. That's an easy one."*



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