

# How 20 Arch Amenities Group locations use Demandforce and Book4Time

## About AAG

The Arch Amenities Group is a world leader in spa management. Their mission is to provide exceptional services to their spa clients which include marketing management, client communications, brand development and more.

## Challenge

The Arch Amenities Group sought a comprehensive, all-in-one marketing and communications solution that would allow their spa clients to quickly set up ongoing promotional emails, automate appointment reminders, and schedule all client communications in advance.

## Demandforce in Action

- Built fully automated appointment reminders and confirmations using advanced segmentation with our Flexible Reminders Builder tool.
- Developed targeted monthly newsletters, special offer emails, and weekly pick-up emails to help drive appointments and client retention with Email Campaign Studio.
- Enabled faster, more efficient communication with clients using Two-Way Texting.
- Automated review collection using robust Reputation Management features.

## Result

The Arch Amenities Group found Demandforce to be more user-friendly and flexible for their needs than comparable automation solutions. They identified automating client communication as the best time-saving feature for their businesses.

**Founded:** 1977

**Demandforce Customer since:** 2011

**20 Locations using Demandforce and Book4Time**



**Mary Simpkins**  
**Arch Amenities Group**

*"The time saving benefits of having automated communications going out on a regular basis is probably the biggest value of Demandforce."*

To learn more about comprehensive marketing and client communication solutions from Demandforce, please visit [www.demandforce.com](http://www.demandforce.com), or call us at 1-800-246-9853.