

THE 2024 BUYER'S GUIDE TO PURCHASING NEW SPA & ANCILLARY REVENUE MANAGEMENT SOFTWARE





INTRODUCTION

Running a spa or revenue generating department in a hotel or resort is hard work and leaders and decision makers are pulled in many different directions, leaving little time to focus on guest experience and revenue optimization.

However, exceptional guest services and effective revenue optimization remain crucial for standing out in a competitive market and ensuring financial stability. Spa & ancillary revenue management software can streamline daily operations and improve profit margins by automating routine tasks and focusing on revenue growth.

How do you know which software is best for your business? Let's look at how to choose a software provider in 2024.



What This Guide Contains

- 7 FEATURES & FUNCTIONALITIES YOUR SPA & ANCILLARY REVENUE SOFTWARE SHOULD OFFER IN 2024
- PROTECTING YOUR SPA OR HOTEL BUSINESS FROM POORLY INTEGRATED SYSTEMS
- YIELD MANAGEMENT & DYNAMIC PRICING
- CLOUD SOFTWARE VS. ON-PREMISE FOR HOSPITALITY BUSINESSES: WHY CLOUD IS THE CLEAR WINNER
- THE 5 MOST IMPORTANT THINGS TO CONSIDER WHEN INVESTING IN SPA & ANCILLARY REVENUE MANAGEMENT SOFTWARE
- CHECKLIST: 27 ELEMENTS TO LOOK FOR IN A SOFTWARE TO SIMPLIFY THE EVALUATION PROCESS





7 FEATURES & FUNCTIONALITIES YOUR SPA & ANCILLARY REVENUE SOFTWARE SHOULD OFFER IN 2024

Your business software should make your life easier and to do that, there are some non-negotiables that should come with a system designed to support spa and ancillary revenue in hospitality.

Here are 7 features and functionalities your software should have in 2024:

Appointment Booking & Custom Booking Sites: Your software must offer online and mobile booking for spa services and amenities, like cabanas, and catering to personal and group preferences. A custom online booking site designed specifically for your spa reduces missed appointments and call abandonment during high traffic times or when the spa is closed.

Revenue & Yield Management: Boost profits with tools that help set the right prices and availability, using consumer behavior and market conditions.

In-Depth Reports & Analytics: Automated tracking of key performance indicators like room occupancy, sales, and reservations should be a standard feature, enabling quick access to various reports and forecasts.

Customer Relationship Management (CRM): Your software should enhance guest relationships with features like central guest profiles, personalized service reminders, marketing segmentation, and feedback collection.

Point of Sale & Inventory Management: The system should handle multiple payment options and manage inventory by tracking stock levels and facilitating order management.

Contactless Experiences: Guests should be able to check in and out, manage payments, and fill out forms on their devices, reducing the need for physical contact and paperwork.

Seamless Integrations: Ensure all systems work together

smoothly for a hassle-free guest experience, from check-in to secure payment transactions.

Fiscalization & Fiscal Printing

Book4Time offers all of the above features, and more, including fiscalization and fiscal printing to meet government transaction reporting requirements. We currently offer this functionality in some countries, with ongoing expansion to new areas. This ensures that Book4Time users comply with local regulations by providing secure transaction records for tax purposes.



PROTECTING YOUR SPA OR HOTEL BUSINESS FROM POORLY INTEGRATED SYSTEMS



In today's hospitality industry, seamless system integration is vital, impacting various aspects of spa and hotel businesses. Poor integration can lead to financial discrepancies, operational inefficiencies, and several other issues. These include:

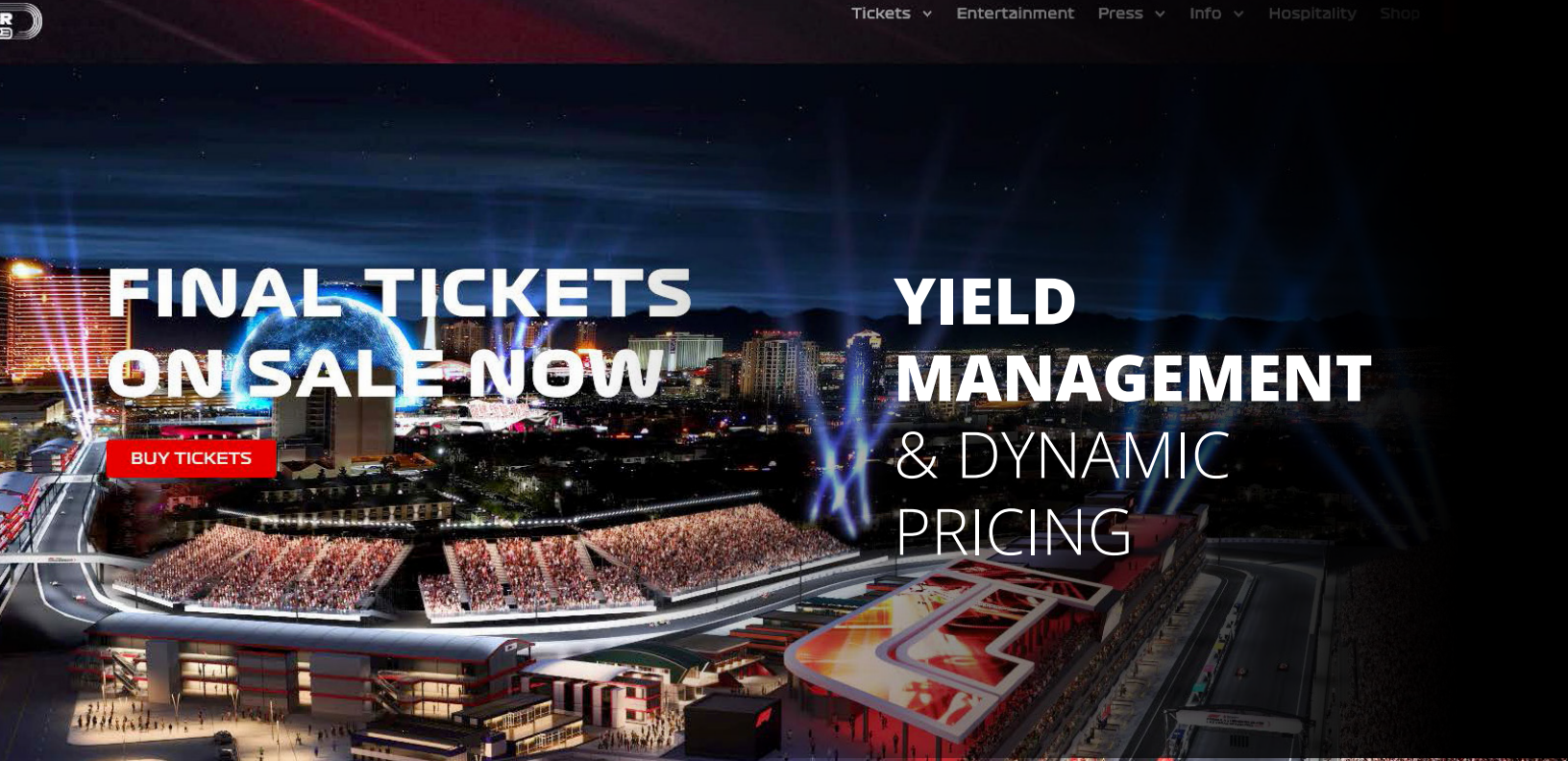
- **Financial discrepancies:** Inaccurate pricing, billing errors, and financial reporting issues can harm profitability and erode customer trust.
- **Manual reconciliation issues:** Manual reconciliation of payments can be time consuming, costing organizations significantly.
- **Operational inefficiencies:** Disjointed systems lead to wasted time on manual tasks and data entry.
- **Booking errors:** Double bookings and missed reservations inconvenience guests and harm reputation.
- **Inaccurate guest profiles:** Incomplete or outdated guest profiles hinder personalized services.
- **Delayed services:** Communication gaps between systems can cause service delays.
- **Inventory challenges:** Difficulty tracking inventory may result in stock-outs or wastage.
- **Security risks:** Multiple systems not working together can create security vulnerabilities.
- **Inconsistent guest experience:** Disparate information across touchpoints confuses guests.
- **Lack of real-time data:** Outdated or fragmented data can lead to misguided decisions.
- **Decreased loyalty:** Failing to meet modern guest expectations decreases loyalty.

In the digital age, integrated systems are essential for providing a seamless and exceptional guest experience.

Book4Time Solves Your Integration Problems

Book4Time offers the broadest range of software integrations in the industry, syncing with more than 60 systems you already use. Our integrations include PMS and Credit Card Interfaces, Accounting Software like Netsuite & Profitword, Marketing software, including DemandForce, and Guest Experience software like Intelity, Huidini & OKKAMI. Cloud-based, automatically updated integrations ensure a secure, seamless user experience.





FINAL TICKETS ON SALE NOW

YIELD MANAGEMENT & DYNAMIC PRICING

Yield management is the business practice of leveraging data to optimize pricing and capacity utilization based on fluctuating demand and availability. By understanding and capitalizing on the patterns in your data, businesses can boost revenue potential, approach maximum capacity utilization, and enhance the overall customer experience at your spa and for your hotel or resort's other ancillary revenue streams.

Beyond adjusting room rates or changing prices based on time of day or year, yield can be managed in a variety of ways through a range of applications applied to spas, activities, amenities, and more.

Before automated Yield Management & Dynamic Pricing functionality, revenue managers had to manually adjust prices, which could mean hours of dealing with configuration settings. Software allows you to automate this process and is transforming how spas manage pricing, giving revenue managers the tools to adjust prices in real time so that operations teams can make the most out of every booking.

Yield Management has helped revenue managers & spa directors achieve a significant 10 -15% jump in overall revenue by having at least one yield rule in place. Shifts in the spa industry suggest that by 2025 more than 40% of all spas worldwide will be utilizing at least one form of yield management to keep up with the hotels and airlines.

Book4Time: The Best Yield Management Capabilities in the Business

When it comes to yield, one size most definitely does not fit all. You and your business are unique. Book4Time allows you to yield pricing in a variety of ways including: day of the week, time of day, practitioner, utilization rate, and much more!

With Book4Time's industry leading advanced Yield Management & Dynamic Pricing, revenue managers can yield and adjust prices based on demand, which means greater control over maximizing revenue during high or low traffic times. Book4Time was awarded the 2023 International Spa Association Award for our advanced Yield Management and Dynamic Pricing capabilities.

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CLOUD SOFTWARE VS. ON-PREMISE FOR HOSPITALITY BUSINESSES: WHY CLOUD IS THE CLEAR WINNER



To find a software that is within budget and with the functionality to successfully run your company, you're going to have to decide between a cloud solution and an on-premise one.

"Cloud" software refers to using remote servers for data and program management, with services like iCloud or Salesforce, while "on premise" involves local storage and access, such as a Microsoft Office installation on your own computer. Which should you go for? The answer is actually simple: the cloud is a better option for almost every business. Here's why:

- **Accessibility:** Cloud software offers access from any location with internet, allowing for real-time viewing, schedule management, and more, even across multiple locations.
- **Cost:** With subscription-based pricing, cloud software is generally more affordable, eliminating the need for significant upfront costs and ongoing IT maintenance expenses.
- **Implementation and maintenance:** Cloud solutions are easily implemented without the need for onsite hardware installation, and maintenance is handled by the provider, including regular updates.
- **Security:** Cloud providers invest heavily in security with dedicated teams, often offering better protection than in-house IT at a more reasonable cost.
- **Durability and availability:** Cloud services like AWS ensure near-perfect data durability and high availability, a level difficult for on-premise solutions to match.

Customer Support: a key differentiator

The quality of customer support is as crucial as the functionality of the software itself. Here's why customer support should play a key role in your decision:

- **Risk mitigation:** If you depend on software for business operations, you can't afford risks associated with poor support. A strong support team mitigates risks by providing timely solutions to software-related issues.
- **Limited disruption:** Support reliability is crucial for business-critical software, such as spa and ancillary revenue, where downtime is costly and disruptive.
- **Ease of use:** Good customer support reflects the overall user experience provided by the company. If they invest in support, they likely invest in making their software intuitive and user-friendly.
- **Learning curve:** Software can come with a learning curve. Comprehensive support significantly smooths out the learning process.
- **Productivity + uptime:** When problems arise, quick and effective support ensures minimal disruption to your workflow, ensuring that your software keeps working and your team remains productive.
- **Security:** If you're dealing with software that handles sensitive data, having robust support means lower risk of security issues, including potential breaches or data loss.
- **Feedback loop:** Companies that are responsive to customer support issues are also more likely to listen to customer feedback for improving their software. This means the software you choose is continually refined based on real user input.

Long-term relationship: Finally, choosing a software provider with good customer support is about investing in a long-term relationship. As you grow and your needs change, a supportive company can make transitions smoother and more successful. to match.

In essence, the company with the best customer support translates to a better return on investment because it ensures that the software continuously adds value, with minimal disruption to your operations or productivity.

On-premise vs. cloud: the customer support question

On-premise software often has the advantage with customer support, because users can turn directly to their in-house IT team. Getting customer support from a cloud software company can be a whole other story, and it can sometimes take days to get a response to a request, meaning stretches of downtime interrupting business operations. Fortunately, at Book4Time, we take customer support very seriously, won't leave you waiting, and will work with you until your issue is resolved. Because keeping your business up and running is our business.

Always ask about a company's customer support and turnaround time on support requests before making a purchase decision. If they can't give you a satisfactory answer, run.





THE 5 MOST IMPORTANT THINGS TO CONSIDER WHEN INVESTING IN SPA & ANCILLARY REVENUE MANAGEMENT SOFTWARE

Consider these important elements when looking for a software. Each of them will make a big difference for your business

1. Hospitality industry experience

You want to choose a software company that has experience with hotels and resorts, and their ancillary revenue departments. The best salon booking software in the world isn't going to be of any use to you if they have no experience with your business needs.

Book4Time has been in business since 2004 and is the preferred or exclusive cloud-based spa & recreation management software vendor with brands that include Marriott, Hilton, Accor, Hyatt, and Four Seasons. We also take great pride in hiring people who have worked in the hotel, resort, and spa industries. Because we have more than 15 years of experience working with the world's leading hospitality brands, you can be confident that you're making a wise decision for your organization when you choose Book4Time.

Questions to ask:

- How many hotel & resort spa customers does the company have?
- What percentage of the vendor's revenue comes from hospitality vs. the day spa/salon market?
- Does the company staff have prior experience using the software?
- How long has the company been in business? (The National Venture Capital Association estimates that 25% to 30% of venture-backed businesses fail.)

2. Hotel system integrations

In today's hospitality industry, seamless system integration is vital, impacting various aspects of spa and hotel businesses. Poor integration can lead to financial discrepancies, operational inefficiencies, and many other issues.

Book4Time integrates with more than 60 leading hotel systems like Opera, Infor, Agilysys, and Mews. We also have an experienced team of integration specialists with decades of hospitality IT experience who have installed our software in more than 2,000 properties worldwide, so you can be confident that we can reliably integrate with your existing systems and provide a seamless guest and staff experience.

Questions to ask:

- Has the company been referred/recommended by your existing technology partner?
- Can the system integrate with your Property Management System so that you can post room charges & revenue?
- Can the system integrate with your Payment Gateway and Property-Wide Gift Cards so that you can accept payments, take booking deposits/guarantees and sell/redeem gift cards?
- Does the company have an experienced technical integrations team?

3. Retention rates & verified third party reviews

Any company that has a high churn of customers should be a big red flag for decision makers. Seek out the highest possible retention rates, and take a deep dive into third party reviews. It's one thing for a business to make promises, another thing entirely to find evidence that those promises will be kept.

Book4Time has an unheard of 98% customer retention rate and is highly reviewed with a 9.6 rating out of 10 on Hotel Tech Report. We also have a wide selection of video testimonials and case studies on our website. You're going to be very happy you chose Book4Time!

- What is the customer retention rate? (Anything below 90% is worrisome and above 95% is ideal.)
- Does the company have many positive reviews on 3rd party verified hospitality technology review sites like Hotel Tech Report?
- What do clients say about the training and onboarding experience?
- What is the turnaround time on support tickets?
- Is there 24/7 live phone and email support?
- Does the company employ former spa directors as customer success managers?

4. Automatic upgrades & a reputation for innovation

Regular upgrades and new releases are essential, but a cloud-based solution with automatic upgrades is key to minimizing the disruption caused by on-premise alternatives. Manual installs of new releases can cause system disruption and impact operations. Also, a company should solicit product feedback and innovate accordingly.

Book4Time has a reputation for being responsive to customer feedback and has won awards for innovation, including the International Spa Industry Association (ISPA) award for Innovation for Guest Intake, the industry's first digital intake form solution. As a cloud-based solution, we also make it easy to adopt new enhancements with no physical upgrades required.

- How many releases are there per year? Should be an absolute minimum of 4.
- Does the IT team have to manually install releases every quarter or are they installed automatically after business hours?
- Will the company do regular account reviews with you to solicit product feedback and discuss product roadmap?

5. Enterprise-grade cloud that is reliable, secure & compliant

The security of your guest information should always be your top priority - a breach would be devastating for everyone. Compliance with local laws and standards is also a must because noncompliance can be both dangerous and incredibly expensive. Penalties for HIPAA non-compliance, for example, range from \$100 to \$50,000 *per violation*.

Book4Time is a modern, cloud-based solution hosted on Amazon. We offer unparalleled 99.99%+ uptime and have data centers in every region of the world so that you can be compliant with local data privacy laws like CCPL, GDPR and PIPL. We are also PCI and HIPAA compliant and conduct annual SSAE / ISAE 3402 Type II audits and data penetration tests. We will pass your IT Network & Security reviews with flying colors.

- Who is the hosting provider?
- Where are the data centers located?
- Are maintenance and releases done outside of business hours?
- What is the uptime and SLA?
- Is there a Data Protection Addendum in the service agreement and what is the cyber liability coverage?
- Has the company completed SOC audits? Are they PCI and HIPAA compliant?
- Do they have SSO integrations?



CHECKLIST: 27 ELEMENTS TO LOOK FOR IN A SOFTWARE TO SIMPLIFY THE EVALUATION PROCESS



Choosing between the many software options out there can be an intimidating prospect. There are so many elements to consider while making your selection. Then, once you've made your choice, you might have to sell that decision to your superiors and stakeholders.

Start with knowing what you're looking for and, if you already have a software system in place, why you're thinking of switching.

Use this checklist of 27 elements to look for in a software to simplify the evaluation process.

Robust and easy to read reporting dashboards - Reporting dashboards should offer a comprehensive array of metrics and key performance indicators (KPIs), presented in a visually intuitive manner that provides users with valuable insights at a glance. This capability empowers businesses to make quick and efficient data-driven decisions, facilitating continuous improvement and informed choices.

Real time reporting - Real-time reporting allows you to make moment-to-moment decisions that impact your business. Real-time reporting provides the ability to make immediate, data-driven decisions while helping businesses respond rapidly to changing customer needs, optimize inventory management, and maximize revenue by keeping services and products available when and where they are in demand. Service and product availability in real time is a game changer.

Inventory management - Inventory tracking and automatic adjusting of stock levels keeps you informed of when you need to order new stock and allows you to track which products are not selling, so you never run out of something your customers want or overstock something they are not buying. Effective inventory management should also offer predictive insights and help businesses anticipate demand shifts, optimize purchasing

decisions, and allocate resources more efficiently, ensuring that they consistently meet customer demands while minimizing wastage and excess inventory costs.

Turn-away tracking - Spas lose about 15% of business from turning away customers. Knowing the reasons you had to turn people away is the first step to recouping those losses. Turn-away tracking should provide detailed insights into the reasons behind customer rejections, allowing spas to implement targeted strategies to reduce turn-aways, optimize resource allocation, and potentially recapture a significant portion of the lost business.

Scalability - Can your software solution grow with your company? Is it easy to add more users with specific permission levels? Or does this require onsite server adjustments and unnecessary costs? An ideal software solution should offer scalability that aligns with your company's growth. It should allow for the easy addition of users with customizable permission levels without the need for complex onsite server adjustments or incurring unnecessary costs, ensuring that your software can adapt seamlessly as your business expands.

Data safety, durability & availability - "Durability" refers to protecting your data against events like server failures and "availability" refers to the ability to access your data on demand.

These are important concerns for your business. Robust data safety measures should include encryption protocols, redundancy in data storage, and disaster recovery plans to safeguard against unexpected events and minimize downtime. Regular maintenance and monitoring of software servers are essential to ensure data durability and availability, providing peace of mind for your business's critical data needs.

24/7 Customer support - You can't afford to wait when there is an issue with your software, as this can disrupt operations and the customer experience. Your software's CS team **MUST** be there for you when you need them. Responsive 24/7 customer support should not only be available in times of crisis but should also provide proactive assistance, including regular check-ins and updates to ensure that your software continues to meet your evolving needs and performs at its best, maintaining seamless operations and exceptional customer experiences.

Ease of use - An easy-to-use software interface makes all the difference to a business. Both staff and customers must be able to use your software without difficulty - it should even be a pleasure! Intuitive software should include user-friendly training and support resources, ensuring that staff and customers can maximize benefits with ease and confidence, ultimately enhancing their overall satisfaction and productivity.

Contactless experiences - Many customers these days want to have as little contact with people as possible and it's important to offer contactless experiences that cater to these guests' preferences. This includes implementing touchless check-in for spa appointments, contactless payment options for ancillary services, and the ability for guests to access amenities and make reservations through online or mobile, ensuring a safe and convenient experience that aligns with their desire for reduced in-person interactions.

Digital intake forms - Digital intake forms, part of the contactless experience, save time and minimize crowding in waiting areas during busy times. Digital intake forms should be easily accessible through a secure online portal, allowing guests to complete them at their own pace and from the comfort of their own devices. This enhances the contactless experience while ensuring efficient collection of information is collected efficiently, improving guest flow, and reducing administrative burdens on staff during peak periods. It's also a sustainable solution that cuts down on paper waste.

Gift card sales - Software should facilitate the sale and redemption of gift cards, enhancing revenue streams and customer retention. Digital gift cards save time and effort over handwritten ones and are easy for customers to send. The software should offer a user-friendly interface for purchasing and redeeming gift cards, making it convenient for both customers and staff. Additionally, features like automated balance tracking and the ability to send digital gift cards via email or mobile apps can further enhance the gift card sales process, increasing revenue and customer satisfaction.

Robust integrations - Seamless integration with a hotel or resort's other tools and systems, such as property management systems, payment processors, and accounting software for streamlined operations is essential. These integrations should not only enhance operational efficiency but also provide data synchronization and real-time insights, enabling better decision-making, accurate financial reporting, and a seamless guest experience throughout the entire stay, from booking to checkout.

Yield management - Dynamic pricing strategies based on demand, seasonality, and customer behavior to maximize revenue is a must have for your spa, cabanas, and other ancillary revenue services. An effective yield management system should provide real-time analytics and reporting capabilities, allowing you to make data-driven decisions and quickly adjust pricing strategies to optimize revenue generation across your spa, cabanas, and other ancillary revenue services, ensuring you capitalize on every revenue opportunity.

Customization - A software should be flexible enough to tailor to your specific business needs, including custom features and workflows. The ability to easily adapt and customize the software to evolving business requirements ensures that it remains a valuable asset over time, accommodating changes in industry trends and your unique operational needs without the constraints of rigid, one-size-fits-all solutions.

Customer Relationship Management (CRM) -

A comprehensive CRM system to track customer interactions, preferences, and history, enabling personalized service and marketing allows you to create better guest experiences and elevate your brand. The CRM system helps spa and hospitality businesses build lasting relationships with guests by facilitating targeted communication, loyalty programs, and special offers based on individual preferences and past interactions, ultimately fostering guest loyalty and driving repeat bookings.

Spa and hospitality experience - Don't try to fit a square peg into a round hole. In the spa and hospitality industry, software features should be finely tuned to meet the unique needs of the sector, with streamlined appointment scheduling, efficient activity booking, comprehensive staff management tools, and robust customer purchase and preference tracking capabilities. Tailoring these features to the industry's specific requirements ensures that the software enhances the overall guest experience, aligning with the industry's focus on relaxation and customer satisfaction.

Marketing capabilities - Tools for executing and tracking marketing campaigns, including email marketing, social media integration, and promotional tools should make your marketing a breeze. Customer NPS surveys help collect feedback and encourage positive online reviews. An integrated customer relationship management (CRM) system we can help businesses segment their audience, personalize marketing efforts, and measure campaign effectiveness, ensuring that your marketing efforts are not only efficient but also targeted and data-driven, resulting in better customer engagement and brand growth.

Online and mobile booking - Allowing customers to book appointments or services online or through a mobile app for convenience and accessibility is no longer negotiable. The system should offer real-time availability updates, confirmations, and reminders, streamlining the booking process and reducing no-shows, ultimately enhancing the overall customer experience and optimizing appointment scheduling efficiency.

Multi-location information sharing - For enterprise businesses with multiple locations, software that facilitates the sharing of data and resources across these ensures consistency, efficiency, and helps you provide service excellence. The software should offer robust access controls and permissions, allowing organizations to define who can access and modify data, ensuring data security and compliance while promoting collaborative information sharing across multiple locations.

Automatic updates - The software should regularly update itself with the latest features and security patches to ensure optimal performance and protection. These automatic updates should be user-friendly and seamlessly integrated into the software, minimizing disruptions to the user experience.

Listens to customer needs and suggestions - A system that evolves based on user feedback, demonstrating a commitment to continuous improvement and customer satisfaction benefits everyone. Actively engaging with customers through surveys, feedback channels, and open communication fosters a strong sense of partnership and helps tailor the system to their evolving needs and preferences.

Memberships - Your system should help manage membership programs, allowing for recurring revenue and enhanced customer loyalty. An effective membership management system should provide detailed analytics and reporting capabilities, enabling businesses to track membership growth, retention, and the effectiveness of loyalty programs, informing strategic decisions and optimizing revenue streams.

Loyalty programs - Managing loyalty programs to reward repeat customers, encouraging retention and increased spending is essential. Loyalty programs should offer customizable rewards and incentives, enabling businesses to create personalized experiences that resonate with their unique customer base, ultimately fostering long-lasting brand loyalty and customer satisfaction.

This completed checklist provides a comprehensive framework for evaluating software options, particularly for businesses in the spa and hospitality sectors.





ABOUT BOOK4TIME

Book4Time is the global leader and ancillary revenue management solutions for the hospitality market. As the only enterprise SaaS technology in the hospitality wellness industry, Book4Time manages the end-to-end guest experience for international hotels, resorts, casinos, golf and private member clubs located in over 100 countries worldwide.

Book4Time is the first cloud-based software for the wellness industry to provide a centralized multi-location platform. Book4Time offers 60+ hotel system integrations, new updates every 4-8 weeks, the industry's highest uptime at 99.99%, support in 15 languages, and LIVE 24/7 phone and email support. Visit book4time.com for more information.

Reliable. Secure. Compliant.

Book4Time is hosted in the world's most secure cloud — Amazon EC2, offering unparalleled uptime at over 99.99%. Plus, we are PCI, HIPAA, and GDPR compliant, and conduct annual SSAE / ISAE 3402 Type II audits. When it comes to the important stuff, we've got you covered.

World-Class Customer Service

Tired of tickets and templated responses? We hear you. With 24/7 live phone and email support, dedicated customer success managers, and unlimited refresher training for your staff, it's no wonder we have a 98% client retention rate.

Experience Matters

We've been working with the world's leading spa and wellness brands for more than 15 years, and we love to hire former spa directors as customer support staff. Successfully handling the needs of the largest and most sophisticated spa operations, we continue to develop a host of advanced features — like group booking, yield management, Turn-Away tracking, and wait list management.

Seamless Integrations

Already set up with a credit card processing system? Got a tried-and-true loyalty program you can't live without? Not a problem. Book4Time integrates with your existing solutions, from hotel PMS and inventory management, to payment services and membership programs, to make your life easier. We support more than 50 integrations to leading software products on the market.

Relentless Innovation

Want to provide your guests with a Forbes Travel guide 5-star standard-worthy experience? Look no further. Book4Time has been voted the most innovative company by the International Spa Association and a finalist in the Hotel Tech Report Awards. We're constantly adding new features and enhancements based on customer feedback and industry trends. Innovating is what we do.

Talk to an in-house spa management expert, to answer your product questions and help you find a tailored solution.



Ready To Upgrade?
Schedule a Demo Today

Or call +1 905-752-2590 /
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