

Buyer's Guide:

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

 book4time



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1. HOSPITALITY INDUSTRY EXPERIENCE

Book4Time has been in business since 2004 and is the preferred or exclusive cloud-based spa & recreation management software vendor with brands like Marriott, Hilton, Accor, Hyatt and Four Seasons. With over 15 years of experience of 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.



Key Questions to Ask:

- ✓ How many hotel & resort spa customers do they have?
- ✓ What percentage of the vendor's revenue comes from hospitality vs. the day spa/salon market?
- ✓ Is the software popular and does your staff have prior experience using it?
- ✓ How long have they been in business? The National VentureCapital Association estimates that 25% to 30% of venture-backed businesses fail.

Some of Our Hospitality Clients





2. HOTEL SYSTEM INTEGRATIONS

Book4Time integrates with over 50 leading hotel systems like Opera, Infor, Agilysys & Mews and has an experienced team of integration specialists with decades of hospitality IT experience who have installed our software in over 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.



Key Questions to Ask:

- ✓ Have they been referred/recommended by your existing technology partner?
- ✓ Can they integrate with your Property Management System so that you can post room charges & revenue?
- ✓ Can they 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?
- ✓ Do they have an experienced technical integrations team?

Some of Our 50+ Integrations





3. RETENTION RATES AND VERIFIED, 3RD PARTY REVIEWS

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!



Key Questions to Ask:

- ✔ What is their customer retention rate? Anything below 90% is worrisome and above 95% is ideal.
- ✔ Do they have an abundance of positive reviews on 3rd party verified hospitality technology review sites like Hotel Tech Report?
- ✔ What do clients say about onboarding their training and onboarding experience?
- ✔ Do they have 24/7 live phone and email support?
- ✔ Do they have former spa directors as customer success managers?

HotelTechReport



9.6 out of 10 based on 47 reviews





4. AWARD-WINNING INNOVATION WITH NO UPGRADES REQUIRED

Book4Time has a reputation for being responsive to customer feedback and has won awards for its 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.



Key Questions to Ask:

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





5. ENTERPRISE-GRADE CLOUD THAT'S RELIABLE, SECURE & COMPLIANT

Book4Time is a modern, cloud-based solution that is hosted in Amazon and we offer unparalleled 99.99%+ uptime. We 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!



Key Questions to Ask:

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

