

COMMON OBJECTIONS LEADERSHIP WILL MAKE TO NEW SOFTWARE + THE COUNTERARGUMENTS



So, you want to implement a spa and ancillary revenue management software system to elevate your hospitality business. When you're making the case for this as a spa director or manager, stakeholders like senior management will likely have several common objections or concerns.

Your job is to come to the table armed with convincing counterpoints and solutions demonstrating that you have done your research and anticipated these concerns. Show that you have evaluated multiple platforms and chosen the best option for your business.

Here are some examples of the objections and concerns stakeholders will probably raise when it comes to implementing new software and the counterpoints as related to Book4Time spa and ancillary revenue management software.

Objection/concern



Cost: Stakeholders will scrutinize the cost of new software. They might object to the upfront investment, ongoing maintenance costs, and any hidden fees associated with the software.



Counterpoint/solution: Book4Time cloud software is purchased by subscription, with manageable payments, and typically uses a utility pay structure by user and access level, so you only pay for what you use from the selection of award-winning, out of the box features that are unparalleled in the industry. Services and users can be added or removed as needs change. On-premise software, on the other hand, requires that you pay the full price of the software upfront, and pay again for any additional licenses, should you wish to add more users at a later time. Cloud software also saves the cost of the IT staff and infrastructure that would be required to maintain an on-premise solution.



Objection/concern

- ① **Return on investment (ROI):** They will, understandably, question the potential ROI and need to be convinced that a new software will significantly enhance revenue or reduce costs to justify the investment.
- ✔ **Counterpoint/solution:** Book4Time spa and ancillary revenue management software significantly boosts revenue and efficiency for spa businesses. It handles daily tasks, reduces costs and time spent, and improves profits, making it a vital investment. The software can increase revenue by 2%-20%, translating to substantial annual gains. It addresses customer turnaways, offers online booking options to capture revenue from all possible bookings, improves the guest experience, ensures security and compliance, and more. Overall, Book4Time software streamlines operations and enhances profitability.

Objection/concern

- ① **Integration with existing systems:** Concerns about how well the new software will integrate with the hotel's current systems are common and expected. Poor integration will lead to operational inefficiencies.
- ✔ **Counterpoint/solution:** From hotel and payment systems, to marketing automation and inventory management solutions, Book4Time offers the widest range of software integrations in the industry integrating with more than 100 systems. The Book4Time spa and ancillary revenue management system seamlessly integrates with the systems you already use, including PMS and Credit Card Interfaces, Accounting Software like Netsuite & Profitword, Marketing software, including DemandForce, and Guest Experience software like Intelty, Huidini & OKKAMI. Book4Time integrations are cloud based, so automatic, over-the-air updates ensure the best and most secure user experience when syncing data between systems.

Objection/concern

- ① **User adoption & training:** Stakeholders should be concerned about the ease of use of the new software and the training required for staff. They'll consider whether the learning curve is reasonable and if staff can effectively adapt to the new system.

- ✓ **Counterpoint/solution:** There are indeed spa software systems out there that employees are downright afraid to use, lest they make a mistake and throw everything out of whack, and this can create tension and cause problems. Book4Time is not one of them. With Book4Time, a dedicated trainer and customer success manager will walk you through the simple steps to get you on the road to taking full control of your booking experience. Book4Time also has a library of available resources to make onboarding and adoption a lot easier.

In 2021, Vivian Villamizar, who at the time was Spa Director at The Palms Aveda Spa, Miami Beach, told [Spa Executive](#) that Book4Time is “very user friendly,” adding, “I have therapists who didn’t even dare to use our system before, They now feel very confident about using the software system.”

Objection/concern

- ? **Data security & privacy:** With increasing emphasis on data security, the higher ups will be concerned about how the software handles guest data, especially in compliance with regulations like GDPR.
- ✓ **Counterpoint/solution:** The security of your guest information should absolutely be top priority. A breach would be devastating for everyone. Compliance with local laws and standards is 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. Cloud providers invest heavily in security with dedicated teams, often offering better protection than in-house IT at a more reasonable cost. Book4Time has data centers in every region of the world to ensure customers are 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.

Objection/concern

- ? **Technical support & reliability:** Questions about the reliability of the software and the quality of technical support are common. Downtime or technical issues can significantly impact operations and guest experience.





Are you ready to explore how you can take your spa revenue to the next level with Book4Time?

Schedule a demo today!



www.book4time.com



1 905 752 2590



Counterpoint/solution: Yes, support reliability is crucial for business-critical software, such as spa and ancillary revenue, where downtime is costly and disruptive. Your software's CS team **MUST** be there for you when you need them 24/7 and 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. Book4Time boasts the industry's highest uptime at 99.99%, support in 15 languages, and LIVE 24/7 phone and email support. We've been told our support is the best in the business!

Objection/concern



Impact on guest experience: Stakeholders will want to evaluate how the new software will affect the guest experience. They will be cautious about anything that might complicate or diminish the guest's experience.



Counterpoint/solution: Book4Time enhances the guest experience with convenient online booking and scheduling, which allows guests to easily select their preferred services and times. Automated reminders and notifications reduce no-shows and ensure guests are well-informed about their appointments. Our next-level customer relationship management functionality allows you to track + log guest preferences and share these across multiple locations to facilitate personalized service offerings, while integrated payment systems expedite check-in and check-out processes. Additionally, features like membership management and loyalty programs encourage repeat visits. Book4Time helps you collect feedback and reviews, essential for continuous improvement. Plus, digital intake forms save time and allow guests to fill out their information at their own convenience, minimizing wait times and allowing more time to enjoy pre-treatment amenities. Book4Time is also easy for staff to use, and a happy team = happy guests. These are just some of the ways Book4Time enhances your guest experience!

Address these concerns while making your case and smart leaders will immediately see the value of implementing new software. Next steps? Elevate your business!