

Case Study: Spa

Client Name

Incentives Organic Spa & Salon

Location

Babylon, NY

Services

Offers the finest natural, organic beauty products and services available

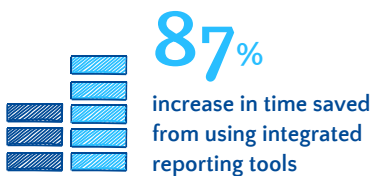
Booker Client Since

December 2011

Website

<http://www.incentivespasalon.com/>

Statistics



Incentives Organic Spa & Salon Saves Time and Improves Efficiency with SpaBooker

Challenge

Located within a Long Island health club, Incentives Organic Spa & Salon features natural and organic beauty treatments and products. When Heidi Manzo and Ken Brown took over the business in 2011, the spa relied on the gym's installed software to manage their spa appointments and clients. Heidi and Ken quickly grew frustrated using the fitness-based software for the spa, especially in conjunction with a paper appointment book and several other systems for gift certificates, email marketing, and social networking. After constantly erasing and writing over things in their appointment book, Heidi and Ken decided they needed a new way to manage their spa business.

Solution

Heidi and Ken were looking for software that combined multiple systems into one cloud-based solution, and then they discovered SpaBooker. SpaBooker offered all the features they were looking for, including scheduling, instant gift certificates, marketing tools, employee management, and more.

Heidi and Ken especially love all the marketing features in SpaBooker. "The integration between our customer database and marketing tools is huge." One of their favorite features is email marketing. Ken says, "Using a separate email system used to be very time consuming. Now with SpaBooker's MailChimp integration, we save a lot of time setting up emails and lists. We send out emails all the time, both on a regular basis with our bimonthly email newsletter and segmented emails with targeted specials."

Additionally, the team appreciates how easy it is to manage their appointments and employees with SpaBooker. Heidi says, "We have several freelance massage therapists, and it used to be difficult to keep their schedules updated in our calendar. Now, with SpaBooker, the employees can set and manage their own schedules in the system so we don't have to chase them down. I can quickly see who is available and when, and my employees appreciate the flexibility they have with their schedule. It's a win-win situation."

Results

By integrating multiple systems into one software, Heidi and Ken have been able to streamline their operations and make more efficient use of their resources and rooms. They say, "We loved being able to integrate difference software systems into one. SpaBooker makes the whole place run better."

"Making an appointment is instant—it takes only seconds. SpaBooker can capture customers' information easily and quickly, and everything runs smoothly."

Heidi Manzo
Spa Owner