

Case Study: Spa

Client Name

Pineapple Day Spa

Location

Pine Bush, NY

Services

Offers a variety of spa and salon services at affordable prices with family style customer service

Booker Client Since

December 2008

Website

<http://pineappledayspa.com/>

Statistics



Pineapple Day Spa Uses SpaBooker to Grow their Business

Challenge

After completing an extreme renovation that included a new treatment menu and a brand new website, Pineapple Day Spa was looking for a software system to manage all aspects of the growing business. Ryan De Jong, General Manager at Pineapple Day Spa, wanted a way to provide strong customer service to clients throughout their entire spa experience, from booking a treatment to follow-up communication after the appointment.

Solution

While meandering through the International Spa Association Conference expo hall, Ryan stopped by the SpaBooker booth to learn about the software and was instantly hooked. He says, "That was the day our spa changed forever."

The SpaBooker system allowed Pineapple Day Spa to transform their website into a dynamic virtual reception desk, open 24/7. Ryan says, "Online booking access and automated emails gave us the ability to communicate with a growing client list, accurately and timely. Email confirmations, reminders, and follow-ups seal the deal for our clients in ensuring accuracy and seamless customer service."

Results

Since switching to SpaBooker, Ryan says the software has brought client communication to life. He says, "SpaBooker gave us avenues of communicating with our clients that were once exhausting and realistically unattainable." For example, Pineapple Day Spa is proud to be the first spa in their region to offer online booking to their clients.

Ultimately, Ryan's favorite thing about SpaBooker is that it is not just an appointment book or cash register, but an evolving part of the spa's infrastructure. According to Ryan, "As a General Manager, SpaBooker has become my personal assistant in accounting, marketing, operations, and human resources. Stretching beyond my expectations, SpaBooker has become a source of revenue as opposed to just a tool to calculate it."

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Ryan De Jong
General Manager