

Client Name

Galleria Day Spa

Location

Bryan, Texas

Services

Facials, nails, massage, wraps, scrubs, waxing

Booker Client Since

February 2014

Website

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

Statistics



\$116,000

in gift certificate sales between February - August 2014

\$132,000

in gift certificate redemptions between January - August 2014

Spa Boosts Efficiency and Grows Revenue with Booker's Integrated Platform

Challenge

Galleria Day Spa is a local beauty spot near Texas A&M University that's been in business for over 20 years. Because of its college-town locale, Galleria receives a lot of business from students, parents, and out-of-state visitors. And that means gift certificates are a big-ticket purchase item.

Galleria had been using an outdated business management software suite for years. In 2013, general manager Ronda Wells finally started looking for other alternatives that could support online gift certificate sales—a huge disadvantage of her previous system.

"We couldn't sell online before, which was an issue for both visitors and repeat customers. We would have to print gift certificates and sell them in person. It's nice to have a print option for folks that want to buy when they come in. However, it can take a lot of time to sell gift certificates in person or over the phone, especially during the holidays when we receive so many sales," says Ronda.

Solution

When Ronda discovered Booker, she quickly decided to switch over because of the platform's online eCommerce and integrated credit card processing options.

"Booker's worked really well. I sell a tremendous amount of gift certificates online now, especially because we're in a college town. Our customers are excited to buy gift certificates online—we often direct in-person or call-in clients to go to our website to buy them so we free up our front desk staff."

Today, Galleria prominently advertises gift certificates on their website and Facebook Page.

Results

Galleria has experienced great results with online gift certificate sales since switching to Booker. They sold over \$116,000 in gift certificates between January and August 2014; for Mother's Day alone, they brought in over \$36,000 in gift certificate sales - a 50% increase in revenue over May 2013.

Additionally, Ronda and her team have benefitted from Booker's integrated credit card processing option, which has helped streamline their checkout and sales process.

"We've seen a huge increase in efficiency in our day-to-day at the front desk and selling. We've also saved a lot of time and effort with Booker's reporting," Ronda says.