

## Case Study: Spa

### Client Name

Brooke Schroth with Pure Skin  
Advanced Skin Care

### Location

Santa Rosa, CA

### Services

Offers a variety of facials, brow tinting,  
and waxing services

### Booker Client Since

July 2008

### Website

<http://pure-skin.com/>

### Statistics



# Pure Skin Advanced Skin Care Saves Time with SpaBooker

## Challenge

As a sole practitioner, Brooke Schroth, owner of Pure Skin Advanced Skin Care, needed a cost-effective way to manage her appointments, clients, and back-office tasks. Brooke was struggling to coordinate between her pen and paper appointment book and several other tools to manage different parts of her business, so she turned to a web-based system that brought everything together.

## Solution

Brooke found out about SpaBooker at a trade show in 2008 and never turned back. With SpaBooker, Brooke can offer her clients the convenience of booking appointments or purchasing gift certificates and products directly through her website. Instead of hiring additional staff to answer the phone and schedule appointments, Brooke loved that SpaBooker “eliminated the need for someone behind the desk.” She even considers SpaBooker her own “virtual receptionist.”

In addition to online booking, Brooke uses SpaBooker to bring in additional revenue through specials and gift certificate promotions. Brooke says, “Gift certificate sales are key, especially around the holidays. I run a Black Friday gift certificate promotion each year to bring in extra revenue while I’m spending Thanksgiving weekend at home with my family.” Brooke also offers last-minute deals on social media to fill empty appointment slots. She says, “Whenever I post a last-minute or same-day special on Facebook, it’s redeemed instantly.”

## Results

SpaBooker gives Brooke more time to focus on her clients and growing her business instead of answering phones. Brooke says, “I never thought I would be saying this, but the phone doesn’t ring as much anymore, but I still have customers booking treatments every day. I love checking my calendar in the morning to see new appointments booked overnight.”

As Brooke prepares for the holiday season, she knows she can rely on SpaBooker to help manage the influx of gift certificate sales and appointments, even when she is spending time with her family. She says, “I’ve always had a great experience with SpaBooker, especially during the holidays. I can’t wait to kick off the holiday season and get the cash flow going. SpaBooker is invaluable for my business.”

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**Brooke Schroth**  
Spa Owner