

Case Study: Studio

Client Name

Shen Tao Studio

Location

New York, NY

Services

Shen Tao, trampoline yoga, movement, personal training

Booker Client Since

May 2012

Website

www.shentaostudio.com

Statistics



A Simple Software Solution for Shen Tao Studio

Shen Tao Studio provides a variety of classes, workshops, and treatments involving techniques from dance, yoga, gymnastics, martial arts, traction therapy, and deep tissue bodywork. Business owner Bill Hedberg runs a one-man operation. In addition to teaching classes and workshops, he also manages the front desk, takes payments, and mentors students.

Challenge

Bill knew from day one that he needed some kind of software to help him run his studio efficiently. Initially, he used a simple appointment booking system, but quickly found that it wasn't robust enough to scale with his business's needs.

Before deciding on Booker, he evaluated several options. "Booker is a great system that's simpler and more direct than other competitors out there," he says.

Solution

With Booker, Bill is able to take online bookings for his classes and workshops, handle payments at his studio, and create detailed records for each of his students to help him provide optimized training sessions and build stronger relationships. He's also able to spend more time teaching and mentoring with a solution that simplifies day-to-day business management tasks.

Results

Since joining Booker, Shen Tao Studio has seen a 109% increase in monthly bookings, a 250% increase in monthly revenue, and 100% booking completion rate.

"Booker is a great system that's simpler and more direct than other competitors out there."

Bill Hedberg
Owner