

Client Name
SMART Bodywork

Location
National

Services
Massage Therapy, Sports Management,
Wellness Consulting

Booker Client Since
August 2013

Website
www.smartbodywork.com

SMART Bodywork Finds a Smart Online Management Solution with Booker

It all started with an athletic conference in San Diego. Brian Keene was called in to coordinate sports trainers and massage therapists for a number of events, managing schedules, staffing, and equipment on pen and paper offsite in Colorado. Brian's success with this event helped him launch SMART Bodywork™—a business dedicated to providing sports management, wellness consulting, and bodywork services for clients who range from athletes to office workers. This experience also motivated him to find a technology solution that could support his unique business needs.

Challenge

“Coordinating schedules, payments, and equipment on pen and paper was just not sustainable,” says Brian. “I needed software that could help me manage practitioners in multiple time zones, performing services in a variety of locations.” A big challenge was finding a system that was flexible enough to accommodate SMART Bodywork's unusual business model.

Solution

After exploring a couple of systems that were too restrictive, Brian settled on Booker. “Booker wins because it's the broadest system for scheduling and management, regardless of your business. It's also affordable, provides very good customer service, and doesn't penalize you for the number of staff members you have.”

Results

SMART Bodywork has been able to connect professionals with a variety of clients using Booker's online booking feature and help practitioners build relationships with existing customers with the platform's management tools. “I'm able to help independent practitioners grow their careers, not just perform a job,” says Brian.

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Brian Keene
Owner

