

Case Study: Health & Wellness

Client Name
Spa St. Tropez

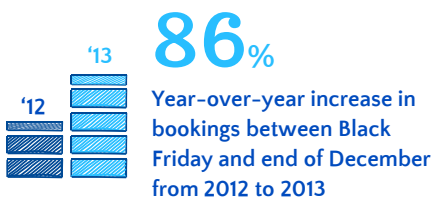
Location
Port Jefferson Station, NY

Services
Massage, body therapies, advanced skincare, body waxing, lash extensions, manicures and pedicures

Booker Client Since
December 2010

Website
<http://www.spatropez.com/>

Statistics



Booker's Gift Certificates Move Spa St. Tropez from Paper to Profits

Challenge

After years of struggling with a crowded front desk, cluttered spa storage space and manual clerical errors, Spa St. Tropez owner Camille Caifano was desperately seeking software that would streamline and track her spa's gift certificate sales – especially during each year's busy holiday season. Camille needed an easy-to-manage, accurate system that would thin the traffic jam at her crowded front desk area by allowing her customers to order gift certificates online.

With her previous software, Camille and her staff had to hand-write each gift certificate they sold, which was time-consuming and resulted in frequent errors in gift certificate amounts. "We implemented Booker for the ease of gift certificate sales and the convenience it gives our customers," she says. "Our customers love being able to purchase from our website. And with online gift certificate sales, there's less room for error. We can sell gift certificates either for specific services or for monetary amounts."

Solution

Camille experienced an added perk from using Booker's gift certificate feature: She was able to reduce the number of temporary staff she hired during the holidays. "During the holidays, we used to hire extra people to serve customers. Booker's gift certificate feature has made it possible for us to reduce our operating expenses and hire fewer holiday staff."

Camille also loves the ability to customize and print out gift certificates. "The software allows us to customize them with our own logo and design, or use a template," she says. "We like the designs Booker provides and they print out beautifully. We used to put our handwritten gift certificates in a little box – we had boxes everywhere!!! Thousands of boxes. Now, we print them out on high-quality paper and put them in a gift bag or matching envelope. Booker software makes offering gift certificates affordable, easier to maintain and easier to manage the supplies we use for them."

She has these marketing tips to offer other spa owners interested in increasing their gift certificate sales: "Try creating a Black Friday special or sale; send emails to all your clients and include a link to your website so they can purchase gift certificates online; hand out a newsletter in the spa; host a "Shopping Night" where you invite clients and their spouses to come in, enjoy some refreshments and create a wish list for husbands; advertise in your local newspaper, and consider making a donation to a few, select local community causes."

Camille added: "You can't under estimate the value of a good quality sales person at the front desk. They get the client excited, educated and engaged. You should consider rewarding them with commissions."

Results

With Booker, Spa St. Tropez has significantly improved its gift certificate sales, as well as improved the efficiency of their business. "We love how easy it is for employees to log in using their own device and see their schedules. In past, we'd print out their schedules. If there was a change, it was very cumbersome to get to the therapists to tell them that their schedule had changed because someone cancelled or rebooked. There was a lot of confusion with people getting the wrong clients. Today, our days flow much more smoothly."

"Booker's gift certificate feature has made it possible for us to reduce our operating expenses and hire fewer holiday staff members."

Camille Caifano
Owner