booker

Build your business, better.

Client Name
U Spa Barcelo Bavaro Beach Resort

Location
Puna Cana, Dominican Republic

Services
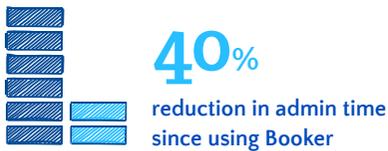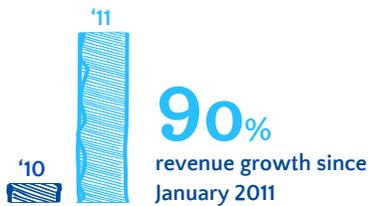Offers personalized treatments, water therapies, and a fitness center

Booker Client Since
May 2011

Website
www.facebook.com/USpaBarceloBavaro

Statistics

'11
'10

90%
revenue growth since January 2011

40%
reduction in admin time since using Booker

75%
increase in total bookings between Sept '11–'12

Online Booking Increases Revenue by 90%

Challenge

Located within a beachfront resort in the Dominican Republic, U Spa Barceloì has their hands full with resort guests and international visitors. A popular wedding destination, U Spa had difficulty managing a large volume of phone calls from bridal parties wanting to book treatments before their arrival, while maintaining a high level of service to current guests. The spa needed a way to easily schedule large groups as well as keep in touch with customers before and after their appointments.

Solution

SpaBooker's online booking tools and integration with Facebook proved to be the answer for Spa Director Pedro Castillo. U Spa uses the Booker application on their Facebook page, which allows users to book services without leaving the social network. Facebook scheduling provides convenient booking for customers using the social platform, which proved to be a popular tool for bridal parties. According to Pedro, "It is so easy to give links for booking, especially for larger groups, such as weddings. I give the Facebook scheduling link to a bridal party, and they pre-book on Facebook and tell all their friends where they just booked, creating buzz for the spa and resort." In addition to bringing online booking to his customers, Booker improved U Spa's operational efficiency and communication. With automatic email reminders and follow-up notes, Booker's email functionality helps U Spa stay in touch with customers before their arrival.

Results

By offering online booking through Booker's Facebook app, Pedro builds an active community on the spa's Facebook page. While guests may initially visit the page to book an appointment, many return to share their spa experiences after their visit. Using the Booker's reporting tools; Pedro can also track U Spa's success. As more and more customers book services online and through Facebook, U Spa's business shows no signs of slowing down, and now Pedro has tools to plan for the future. "I can check dates, weeks, and months ahead, and I'm pleasantly surprised to see appointments months out. This means I can plan accordingly with staffing and product orders."

"I can check dates, weeks, and months ahead, and I'm pleasantly surprised to see appointments months out. This means I can plan accordingly with staffing and product orders."

Pedro Castilla
Spa Director