

All Booked Up

By Hermione Wilson

Gone are the days of spa bookings penciled into giant day-timers. Modern spas are increasingly seeing the benefits of having an all-encompassing software system that handles everything from booking spa treatments to sending out email blasts and promotions.

“Even if you’re a small day spa and you have two or three practitioners, there are so many [spa software] applications that you can use,” says Ancient Cedar Spa manager Andrea Fisher. The software her spa uses allows guests to book their own appointments online and at the spa therapists are able to bring up repeat clients’ treatment history. “It definitely saves a lot of money and labour when you do that sort of thing,” Fisher says.

Not only is a streamlined, user-friendly system an asset to spa managers and therapists in doing their jobs, it ensures that spa guests have a more intuitive experience. “As a spa you constantly want to innovate, to implement new ideas, new things for your guests, so that your guests see that you are moving forward versus being complacent,” says Miraj Hammam Spa director Daryll Naidu. “Guests see that you’re taking the time, that you’re investing in making their experience a lot smoother, a lot more efficient.”