

DEPASQUALE

The Spa

Luxury Spa achieves 53% online & mobile booking rate

ABOUT THE BRAND

Widely recognized for setting industry standards in beauty and wellness, DePasquale The Spa is an award-winning 24,000 sq. ft. luxury spa, salon, medspa, boutique and makeup bar located in upscale Morris Plains, NJ. Superior artistry, cutting edge techniques and unparalleled customer service within an impeccably clean and creative environment is their standard for more than 35 years. At full capacity, 90 service providers complete 400+ appointments per day and 2400+ appointments per week.

SERVICES OFFERED

Spa: Facials, HydraFacial, Massage Therapies, Exfoliation & Body Bronzing, Waxing

Salon: Cutting & Styling, Keratin & Texture Treatments, Colour, Hair & Scalp Therapies, Wigs & Hair Extensions

Nail Services: Manicures, Pedicures, Acrylics, LCN Gel

Why Zenoti

DePasquale The Spa used closure during COVID-19 as an opportunity to upgrade from Millennium to Zenoti's all-in-one cloud-based solution. They sought modern technological solutions for improved guest and employee management, robust marketing and loyalty management tools, online and mobile booking and a personalized customer app to enhance guest and employee experiences.

How They Launched

Two weeks before COVID-19 reopening, they launched guest awareness campaigns including social media posts on Facebook and Instagram, website alerts and email notifications advertising their newly updated online and mobile booking features.

What Guests Are Saying

Joanne B: I booked at 12:00 am last night and it was a mad frenzy! Almost everything was reserved by 12:05. You have some very loyal (and very desperate for a haircut) customers!

Alice C: All good. My bookings were set by 12:12 this morning. They sent verification and confirmation emails - no issues at all.

RESULTS

24 Hours Post-COVID Reopening



total bookings

4990



24-hours

53%



12 am - 8 am

1400+



average/hour

208



Social Media Post

Grow Your Business with Zenoti's Online & Mobile Booking Features.

Reach out today to get started.

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