A woman is lying down, her head wrapped in a white towel. Her eyes are closed, and she has a serene expression. Two hands are gently massaging her cheeks. The background is a solid teal color.

5 Ways to Work Smarter Not Harder With Automation

Simplify your workday with these tech solutions.

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Have you ever wished there were more hours in the day to get everything done?

Operations, marketing, scheduling, payments, inventory...when you're a spa owner, there's always a million and one things to tick off the to-do list. But you don't need to do it alone. Discover five ways automation can help you work smarter, streamline your workflows, and save you time to focus on the big picture.



85%

of business leaders believe that automating some of the workload will give them and their employees more time to focus on the goals that truly matter to the company.



Accurate Employee Scheduling

Scheduling staff is often listed as the #1 headache for most spa owners and managers today. Forecasting the number of employees needed to meet appointment demand without overstaffing and eating into profits can be hard. Automating the scheduling process not only frees up your time but also takes away the guesswork and gives you an optimum schedule that's based on accurate demand.

How? By analyzing bookings, historic patterns, scheduling trends, vacation, season, staff availability (and more) to recommend a data-driven schedule that maximizes your profits.

The results?



Happier employees who have accurate visibility into their future schedules and know that they are going to be kept busy helping guests to feel great.



Happier guests who know they are going to come in and be seen for their appointment on time.



Happier managers who have accurate insight into profits and costs and more time to spend on other areas of the spa.



50%

More than 50% of all organizations globally have difficulty retaining some of their most valued employee groups.



Simplified Inventory Management

As a spa owner, you want to ensure that when a guest comes in you always have their preferred professional products to use during the appointment and their favorite retail items available to pick up on their way out. But inventory management can be a difficult, time-consuming task - especially when you're operating multiple centers.

Streamlining the process with an automation software can make a huge difference to your daily workload and your profit margins. It helps you simplify business operations and maximize sales by ordering the right products in the right quantities, while minimizing inventory costs and protecting your bottom line.

Here are some key ways automating inventory management can make your daily operations smoother:



Get a real time, bird's-eye view of stock levels across all centers.



Respond quickly to supply and demand with stock level alerts.



Track stock levels to identify popular and slower-moving products.



Order just the right amount based on accurate data insights.



Generate pre-filled purchase orders for each supplier.



Compare projected usage with actual usage to pinpoint areas of waste or possible theft.



Cut down on manual inventory management and save time to spend elsewhere.



Avoid shortages that result in cancelled appointments.



Reducing stock-outs and overstocks can lower your overall inventory costs **by 10%.**



DID YOU KNOW...

43% of small businesses in the United States don't track inventory or do so using a manual system.



Seamless Payments

Today's guests expect the instant convenience that digital solutions deliver. Especially when it comes to payments. Exceed their expectations and make doing business with you an easy experience they'll want to repeat time and time again by automating and integrating your point of sale (POS) system.

Having a POS that is integrated with your back office, accounting systems, appointment book, guest profiles, and inventory system not only streamlines and speeds up the checkout experience but also provides a better understanding of where revenue is coming from. A POS also increases your upselling and cross-selling opportunities by enabling you to promote items related to what the guest is buying and personalize their purchase experience in a way that also boosts your profits.

Streamlining payments means you:



Eliminate manual data entry and the possibility of errors while saving time.



Deliver an elevated, touchless payments experience for guests.

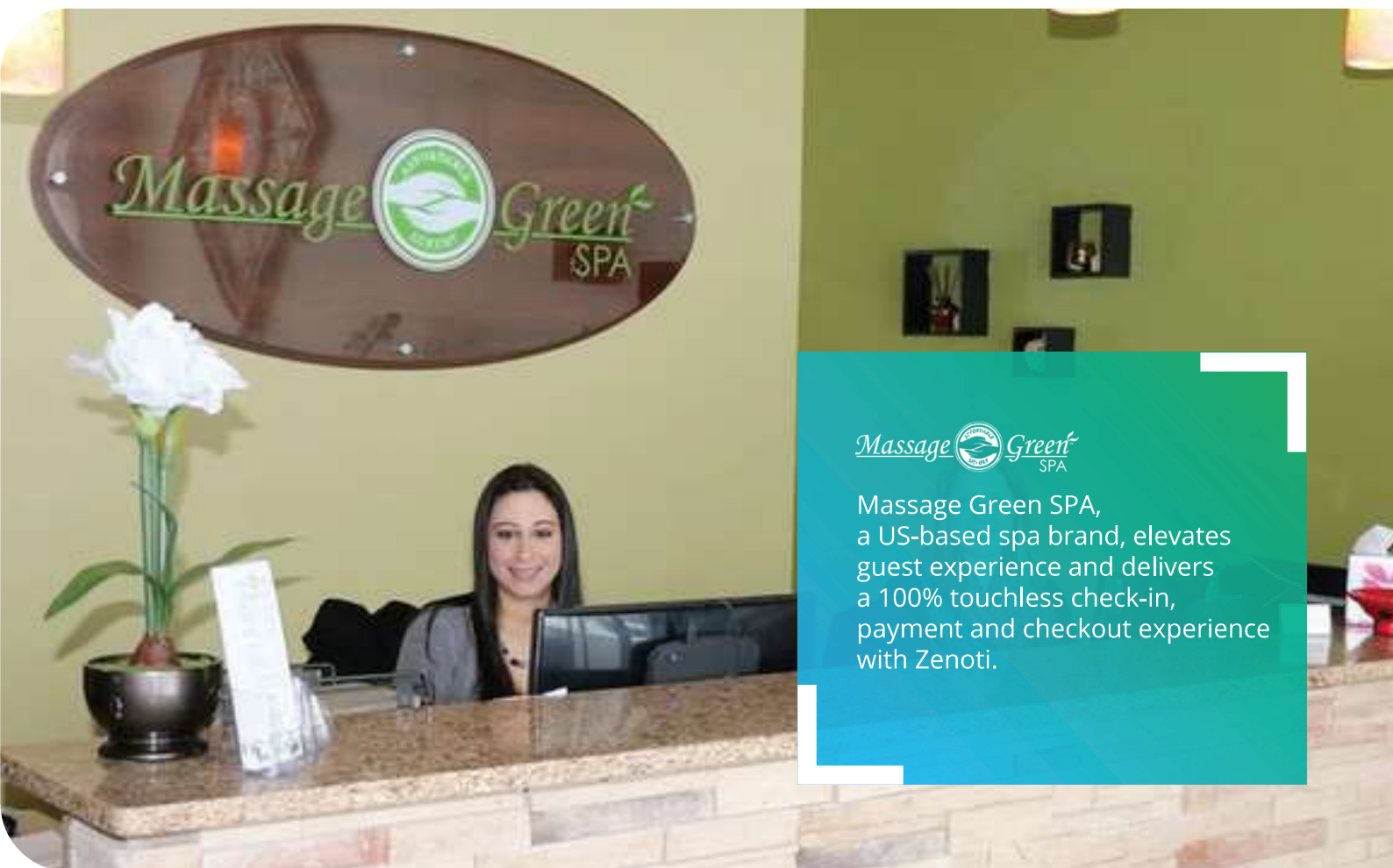


Have confidence that the day's receipts are accurate.



Ensure operational consistency across all brand locations.

Ultimately, point of sale systems and payment options are not the most glamorous part of running a spa. But in a competitive industry, every area where you can work smarter while also elevating guest experience keeps you one step ahead.



Massage Green SPA, a US-based spa brand, elevates guest experience and delivers a 100% touchless check-in, payment and checkout experience with Zenoti.



Smart Reports for Smart Decision-Making

Your data can help provide answers to countless operational questions you probably have on a daily basis. It could be how your recent promotion has performed, whether you'd have enough demand to open a new center, or even how to attract new guests. Data can give you the answers to all these questions and provide dozens of insights that are fundamental to your business success.

If, like so many other spa owners, you feel like you don't have time to analyze this data - let automation technology do it for you. Automating your reports helps you to keep a pulse on overall business performance quickly and easily. You'll have instant access to insights on guest loyalty, provider performance, your best-performing days and services, sales types, and much more.

Here are some of the benefits:



Save time to focus on other areas of the business.



Make impactful decisions with fast access to accurate data you can trust.



Increase profits by analyzing business performance insights and adapting strategy accordingly.



Improve efficiency with all your information accessible in one location.



Eliminate manual labor and human error from the reporting process.

Too often spa owners and managers rely on their gut, their experience, and their eyes for too long. But as you grow into multiple locations, it's often the data, not the things you can touch and see and know, that can guide you to make the right decision for your business. Think of automated analytics and reports as another set of eyes to make sure things stay on track and your spa keeps up in today's data-driven world.



57%

Only 57% of companies said that they base their business decisions on their data.



A Cloud-Based System

Did you know that a cloud solution provides everything you need to run your business in one place - helping you to grow smarter, faster, and more strategically?

Every business today relies on data to operate. But as the amount of data continues to increase, running all your programs and systems on in-house computer servers is getting harder. This means if you've not yet streamlined all your salon systems into one secure cloud solution, it's likely stunting your growth and hindering the management of your business.

Even more importantly, the security, reliability, and scalability of software built on cloud technology allows you to focus on your business and ensure a consistent guest and employee experience across your entire network and locations. From providing one-stop shopping to guests at any location, to redeeming memberships and getting loyalty credit across the network and providing secure access to the data that runs your business from anywhere, investing in a cloud technology solution is a surefire way to get on top of what's going on from anywhere you want to be.

The benefits of streamlining to one cloud system are:



Have instant access to all your data from anywhere.



Unify your brand and create a consistent guest experience at every location.



Deliver personalized service and build loyalty.



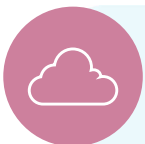
Increase operational efficiency.



Better meet the needs of guests and providers.



Boost profit margins.



89%

of companies use Software as a Service solutions in the cloud.



53%

Companies that invest in big data, cloud, mobility, and security enjoy up to 53% faster revenue growth than their competitors.



Key Takeaways

Identifying areas where automation can help you to work smarter not harder can be the difference between a good spa and a great spa where employees feel invested and loyal guests are with you for life.

Before getting started, take some time to identify the right technology platform that scales and works the way you do—one that's always improving and reflects the dynamic nature of your business. This will go a long way towards helping you find your greatness in a competitive industry.

About Zenoti

We're the best all-in-one, cloud-based software for big, growing, ambitious brands in beauty and wellness. 12,000 businesses in over 50 countries are powered by Zenoti.

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