

A woman with long black hair, wearing a white short-sleeved top and a dark brown sash, stands behind a white reception desk. To her left is a clear glass vase filled with a bouquet of white lilies and pink and white flowers. The background features a wall with a light-colored, floral pattern. A blue rectangular box with white text is overlaid on the image.

## A Guide to Online Booking for Spas and Salons

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# Why Local Spa and Salon Owners Are Making the Change

Your scheduled appointments are the wheels that keep your spa or salon spinning. Whether it be moving away from pen and paper, or saying goodbye to Google Calendar — your hesitation for altering something so vital to the success of your business is understandable and justified.

If you're like other small business owners that we partner with, you probably have aspirations of growth and grandeur for your spa or salon. It's something many business owners have in common. However, sometimes in order to actually achieve that growth we need to evolve. One can't simply stick to the same routine and expect a different outcome. So, if you're looking to take your spa or salon to the next level in regards to growing your client base and revenue, it's time you embrace a change. A change that will help you and your spa or salon evolve. A change like embracing the world of online booking.

The ability to book appointments through an online booking system's **cloud technology** not only makes the day-to-day bearings easier on you, as the owner, but also for your staff and — most importantly — your clients.



## Cloud-based technology:

Acts as an easy to access back up storage for all your business' vital information. Appointments booked through cloud technology are extremely secure and are at your access with any internet connecting device.

### [For more information](#)

learn why cloud-based technology was deemed the “new norm” for the beauty industry at this year's ISPA convention.

## In this guide, we'll go over all the ways an online booking system helps...

### Your Spa or Salon:

1. Have more time to focus on what matters – Your clients
2. Eliminate Scheduling Errors
3. Saying Goodbye to Client No-Shows
4. Manage Your Business From Anywhere, 24/7

### Your Clients:

5. Book Appointments Faster
6. Book Appointments When It's Convenient for Them
7. Book Appointments From Their Favorite Online Hotspots
8. Manage Your Business From Anywhere, 24/7

## Online Booking Benefits for Spas and Salons: Taking Your Spa to the Next Level

### What's in it for Your Spa or Salon?

An online booking system can help you and your staff exponentially with both the day-to-days and your major drivers for growth. Online booking systems help you with...

## 1. Having More Time to Focus on What Matters - Your Clients

When on the phone with a client, how long does it typically take for you to take down an appointment? Five minutes? Seven if they talk really slow? Now, that's not too bad. It's not that much time. Maybe, right now, you're actually able to juggle those calls while taking care of clients, attending to maintenance issues, and all staff needs. Certainly doesn't sound ideal, but maybe right now it's manageable. However, what happens as your spa and salon starts to grow and your phone starts ringing even more?

Without an online booking system, you could be stunting your spa or salon's growth. Think about it — one call might only take up five minutes of your time, but now if you start getting a dozen call-ins a day, you're looking at dedicating a little over an hour to just fielding and recording appointments. Do you or your staff really have that much time to waste on the phone? Probably not. Many local spa and salon owners fail to realize how much time they actually throw away just taking down appointments.

With online booking, you don't need someone to guard the phone. Your clients can book their appointments easily, all on their own. This way you can focus on your in-house client's experience. They have your full attention. So, if you're ever in the middle of a treatment or conversation you or your staff never have to break the atmosphere for something like answering the phone.





## 2. Eliminating Scheduling Errors

### A) Double Bookings

We all make mistakes from time to time. It's part of being human. When you record your appointments by hand, human error tends to happen. However - as I'm sure you know - for local spa and salons a silly double booking mistake could spell the serious result of losing a client.

With the right online booking system, clients won't physically be able to book an appointment with a staff member or service that's already been booked for the same time. They'll instead be prompted to choose a different time which you have available. Though silly mistakes happen few and far between, they can be costly, so why gamble when you don't have to?

## B) No More Gaps in Coverage

What happens when a client comes in for their 11am session, a massage with their favorite therapist, only to find out that therapist actually doesn't come in till 12pm today? Well, they probably won't want to book another appointment with your spa or salon anytime soon. Whoops! Whoever recorded the appointment must have read the schedule wrong...

When managing your staff's schedule manually it can be hard to keep track of things like who's working when, who's their client, and what treatments they're overseeing. Things can easily become unorganized which can lead to silly mistakes like gaps in coverage.

Similar to double bookings, the right online booking system will help reduce that from happening. With an online booking system your staff's schedule is neatly and systematically laid out before you. This way you can clearly see every staff member's hours for the week, identify any lapses, and make any necessary adjustments.





### 3. Saying Goodbye to Client No-Shows

Last minute cancellations, reschedulings and no-shows are the bane of every spa and salon owner's existence. They can be crippling for business. Empty gaps in your schedule can really start to add up. Any good online booking system should also include some sort of automated reminder functionalities which can help to drastically reduce the number of empty seats at your spa or salon.

Manually reminding clients of their appointment by email or phone is just not a reality. Your staff and you have more pressing things to focus on. That's where your online booking system can step up and save the day. All you have to do is...

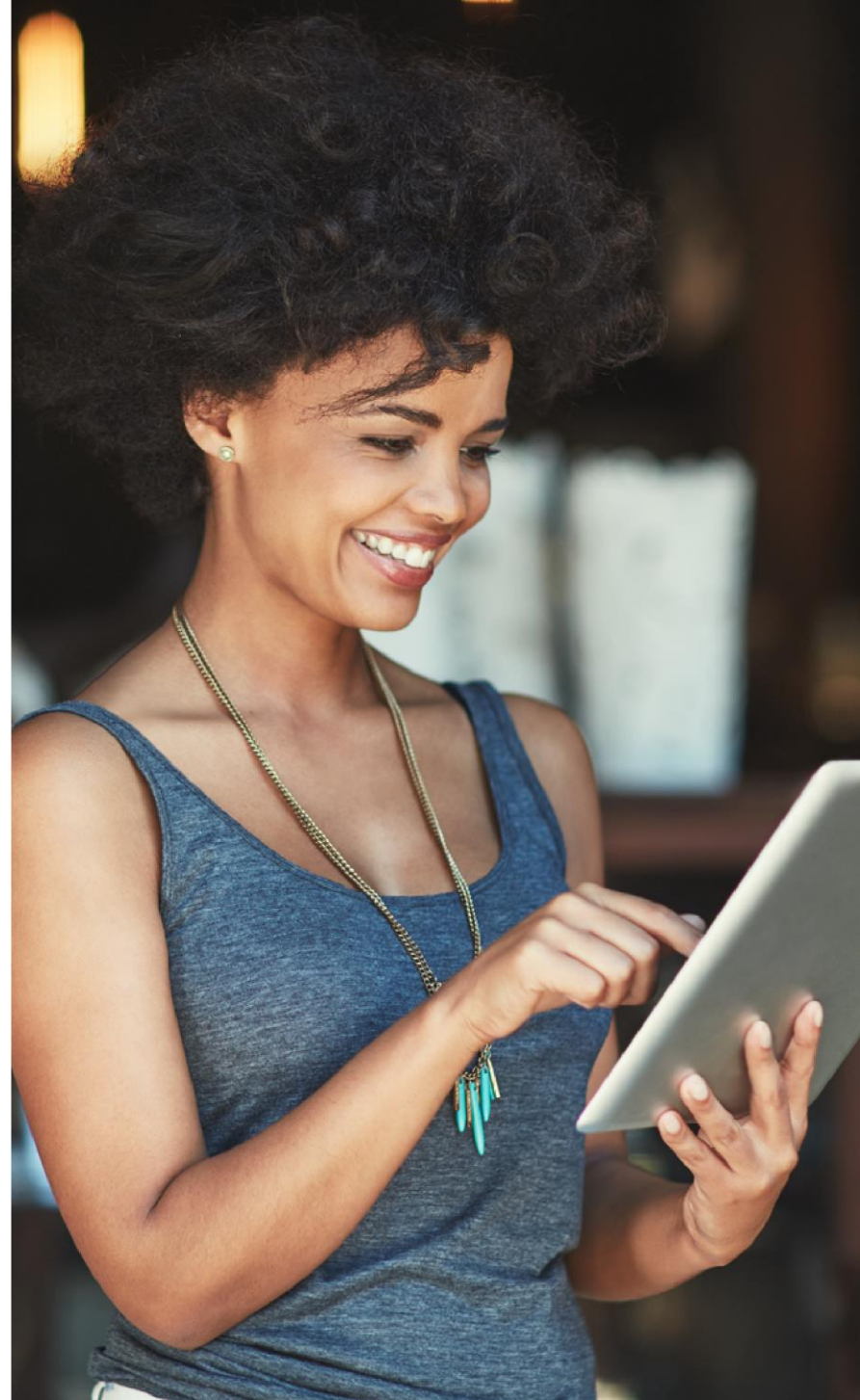
- 1) Turn on/off your segmented reminders (i.e. 7 days ago, 60 days ago, 180 days ago, etc)**
- 2) Attach special offers**

And... well, that's actually it. Remember — everything should be automated, meaning your reminders are all distributed to clients for you.

## 4. Manage Your Business from Anywhere, 24/7

How long would you say you spend sitting at a desk? How long do you even spend sitting period? If you're like any business owner — hardly ever. You're constantly running around the shop, in addition to running, driving, all over the world for your many personal obligations. Bottom line — a stationary life is just not the life you lead.

The right online booking system makes your business just as flexible as your lifestyle. With an online booking system you can take your business on-the-go — wherever life takes you. Any worthwhile online booking system should be cloud-based. This simply meaning that you can view and edit your appointment book anywhere, at anytime, off any device — all in real-time. Need to alter a scheduled appointment but you've already left for the day? Just access your schedule from your phone and change accordingly. Being disconnected from your business can be a little unsettling for a devoted owner. Thankfully, with online booking, you never have to feel that dread again.







## Online Booking Benefits: Give Your Clients the Convenience They Deserve

Online booking is not only a benefit on your business, but also for your clients' experience. As a spa or salon owner you're in the business of making your clients feel like royalty — primped and pampered. So, shouldn't they feel that sense of convenience throughout their ENTIRE journey with your business — from sign-up to checkout?

Online booking works to give the power back in the hands of your clients. With online booking you're giving your clients the benefits of...

## 5. Booking Appointments Faster

What's a common annoyance all people hate? Waiting. Although we've been told at a young age "patience is a virtue," it's not one many of your clients have when it comes to booking an appointment. They want it to be quick and easy. It's unfortunate, but during busy times at the shop you and your staff can't always answer the phone right away. You've got clients in-house to attend to!

With an online booking system you can kick waiting goodbye. Clients can book their appointments in seconds all on their own time.





## 6. Booking Appointments When It's Convenient for Them

If you're like most spas and salons you're probably open from like 9am - 7pm. Maybe 8am - 8pm if you're a little crazy. However, how many of your clients are really free during that time of the day? Most of them are busy at work. So, how many hours are you actually allotting them to book an appointment? It can be difficult for clients to break away from work in order to make a phone call and book an appointment. It's just not ideal.

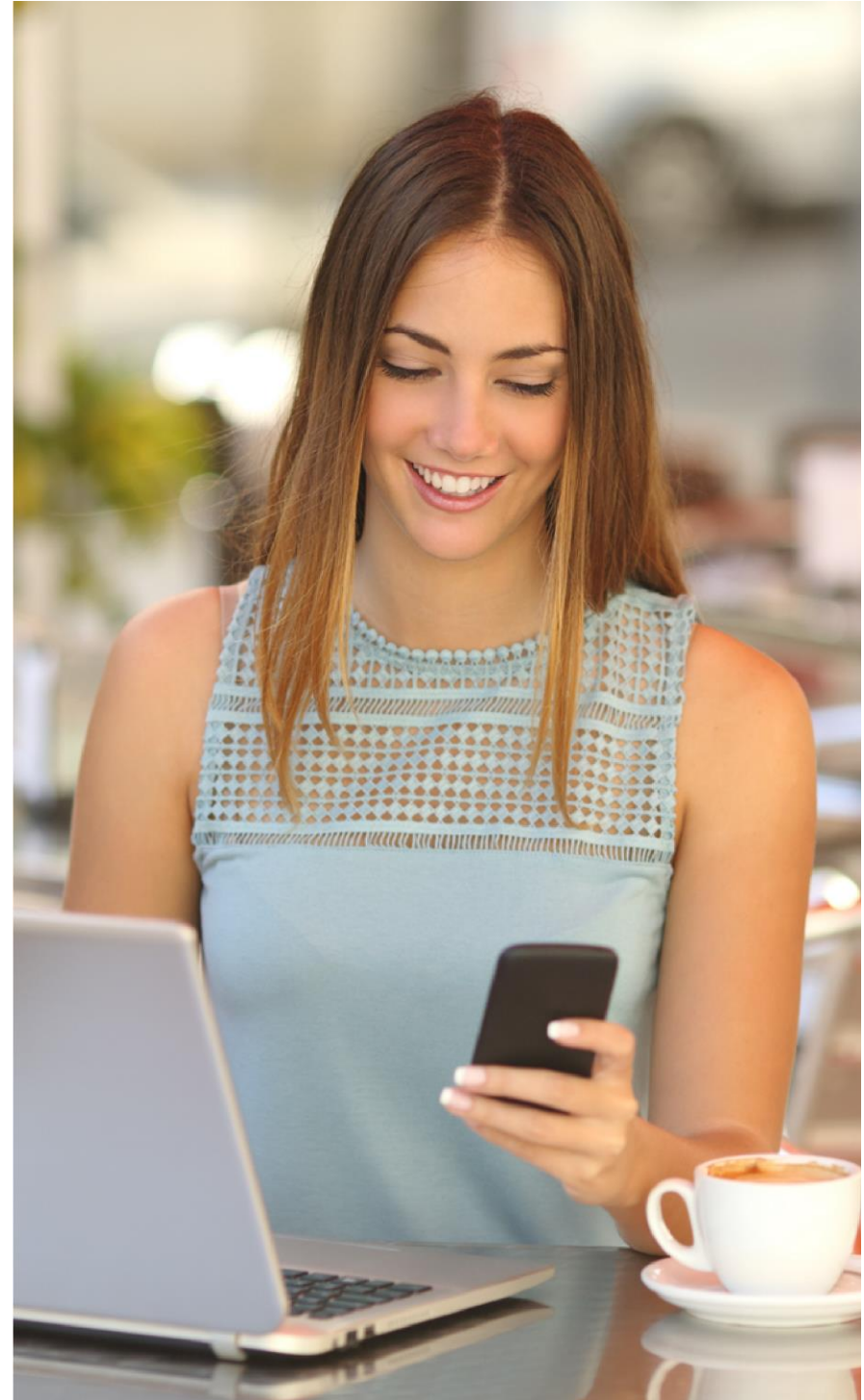
Online booking works to make booking easier on your clients. With an online booking system clients aren't bound to your open hours. This meaning even when your spa or salon is physically closed, clients can still book appoints through your online calendar. Online booking allows your clients to book an appointment in seconds, whether that be at 3pm in the afternoon or 3am in the morning — whenever is most convenient for them!

## 7. Booking Appointments from Their Favorite Online Hotspots

In today's day and age clients hardly ever just blindly stroll into a local business and give it a try. Instead, many clients like to read up on businesses online, beforehand. It makes sense; I'm sure we've all done it before. The 4 most popular online sources potential, new clients will look at to get some information on your spa or salon are...

- **Your Website**
- **Your Facebook Page**
- **Your Google My Business/Yelp Page**
- **Your Mobile App**

In many cases this online real estate you have (or should have!) acts as your first impression, and we all know how important first impressions can be. Here potential new clients will want to read about the services you offer, the prices you offer them at, pictures of your business, and reviews from other clients. With the right online booking system, clients can also book their appointments right off your online pages — website, Facebook page, listing page, app, you name it! This way if a client likes what they see (which I'm sure they will) they can book their appointment right there and then — no need for delay.





**Thanks for Reading! Hope you found our  
Online Booking Benefits Guide for Spa  
and Salon Owners useful!**

**If you're curious to see how an online booking system  
could work to benefit your spa or salon first hand —  
check out a free demo, today!**

**Get a Free Demo**

