

How to Select Spa or Salon Management Software

mindbody

Choosing the right salon or spa software is an important decision for any business owner. Good management software should be user-friendly for you and your clients, creating a seamless experience and enabling you to retain customers.

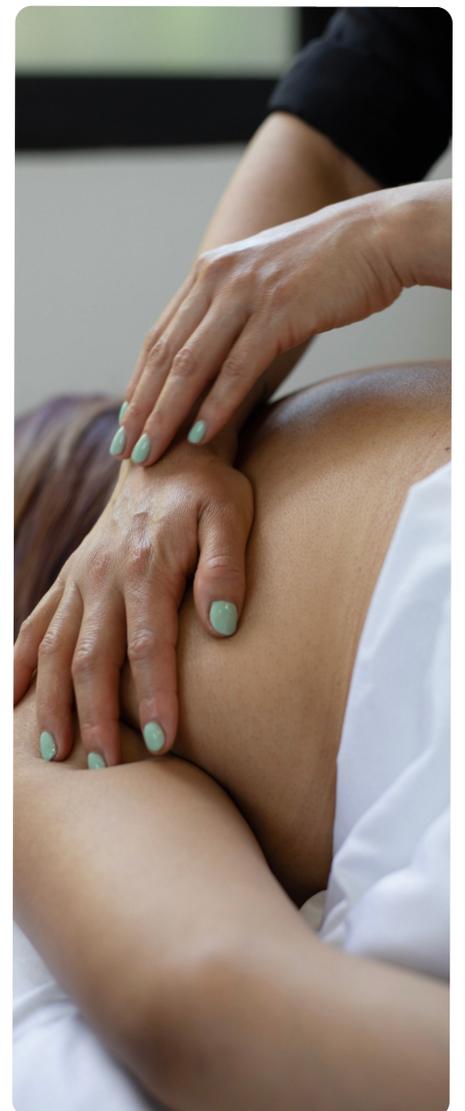
Your software should also simplify daily tasks such as booking appointments, managing inventory, scheduling employees, and handling client information, freeing up your time to concentrate on other aspects of your business. We've compiled a list of several factors to consider when selecting software:

✓ GETTING STARTED

Before you search for the perfect spa or salon management software, it's essential to map out what you're looking for. Some things to do beforehand are:

- Determine your business needs
- Identify current challenges and pain points
- Decide on a budget

Once you've gone through these points, you can begin the search process.



✓ EASE OF USE

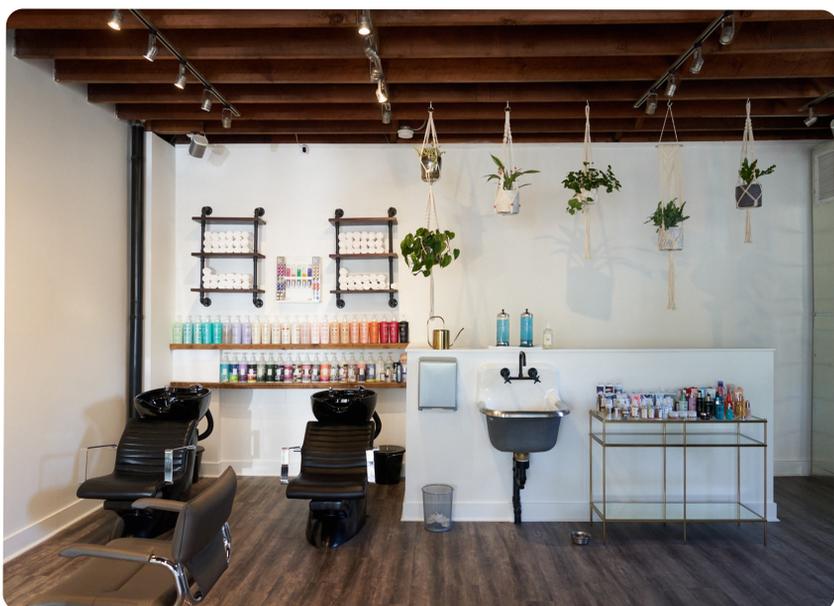
Your spa and salon management software should be user-friendly for both you and your customers, which can improve client retention. Look for options with:

- Simple point-of-sale transactions
- Easy payment processing
- Membership options that encourage customers to return

✓ DAY-TO-DAY OPERATIONS

The right management software should enable you to streamline your daily operations. You need software that:

- Coordinates staff scheduling
- Monitors your inventory
- Tracks hours and payroll
- Provides performance metrics and detailed reporting
- Offers a dedicated support team



✓ PERFORMANCE METRICS

Data and reporting are crucial to understanding your business's performance and identifying areas for improvement. A reliable management platform should offer:

- Data-driven insights to help analyze performance
- A comprehensive overview of sales by service, products, employees, and location
- Insights to help optimize your promotions and inform decisions

✓ CUSTOMER MARKETING AND ACQUISITION

The success of your business relies on your ability to market to and attract new customers. Great salon and spa management software should include:

- Mobile-friendly and online booking for customers
- Connection to a network of active customers
- Multichannel booking capabilities
- Integration with automated marketing software
- Marketing tools for campaigns



POINT-OF-SALE AND RETAIL SERVICES

Customers value easy and secure payment processes. You need software that simplifies transactions by:

- An integrated POS hardware for seamless payment management
- A business app to accept payments anywhere, anytime
- Online gift card and voucher sales



BOOST REVENUE AND MINIMIZE CHURN

The key to establishing and maintaining revenue is to make it easy for customers to interact with your business. You need management software with:

- Membership features
- Retention marketing tools
- Comprehensive reports
- AI capabilities** to assist with customer interactions and enhance the overall client experience
- A **branded mobile app** for managing personal information, booking, scheduling, and accessing appointments



BUSINESS EXPANSION

If you want your business to grow, you need software that can scale with you. This includes software features, like:

- Multi-location management
- Marketing functions to attract clients and increase revenue
- Marketplace access** to increase visibility and reach more customers
- Compatibility with third-party tools and booking integrations such as **ClassPass**



SECURITY AND DATA PROTECTION

Ensuring the privacy and accessibility of your company and customers' data is a priority. Your software should:

- Adhere with Level 1 Payment Card Industry (PCI) compliance standards
- Allow control over who can access reports, client and staff information, and business records
- Enable login security with unique employee logins to track employee activity and remove access if necessary

Your salon or spa needs management software that you can count on. From streamlining daily tasks to tracking performance, choosing the right platform is the key to elevating your operations.

Schedule a demo to learn how Mindbody can help with your salon or spa software needs and unlock your business's full potential.