



Case Study

SpaSoft Mobile Solutions

One&Only

CAPE TOWN
South Africa

SpaSoft™



The Challenge

Forbes ★★★★★
TRAVEL GUIDE

One&Only
CAPE TOWN
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As with any spa in the hospitality industry today, mobility and online booking are quickly becoming essential functionalities. Having been with SpaSoft since the day their property opened, One & Only Cape Town has grown with the software throughout the years. As trends started to evolve within the industry, One & Only Cape Town realized that if they wanted to continue providing their guests with a premium experience, they needed to upgrade their spa management solution so that it could do the same for them.

“With regards to spa bookings today, guests want to be able to book appointments quickly and without a lot of interaction,” stated Rosemary Read-Larsen, Spa Director at One & Only Cape Town. “We needed an online booking solution, and SpaSoft stepped up and delivered a terrific system that we are aiming to implement and standardize across all of the One & Only properties.”

Although One & Only Cape Town had processes in place prior to SpaSoft’s mobile solutions, Rosemary felt that there was room for improvement in the daily operations. They wanted to move their intake forms process to an online platform and reduce their manual process. In addition, they wanted to make it easier for their staff to access their schedules, eliminating the need to e-mail or call employees to distribute this information.

Quick Facts



Company Overview

Forbes Five-star Hotels and Spas



Spa Type

Luxury Resort & Spa Facilities



Location

Cape Town, South Africa



SMS Partner Since

2009



Mobile and Wellness are a must!

I would never consider using anything else other than *SpaSoft* and all its newest features.

Benefits of *SpaSoft*

While One & Only has experienced a variety of benefits across their operation with *SpaSoft*, there have been a few key areas where they have seen the biggest improvements. One of those areas has been the ability to streamline and improve the overall look and feel of the online booking process. By implementing *SpaSoft's* Online Booking Engine, One & Only Cape Town has been able to modernize their spa while continuing to offer the same high-level of service their guests have come to expect.

"With the online booking solution, our guests are able to book appointments directly from our website, which are automatically entered into *SpaSoft* for our staff to view in real-time," stated Rosemary. "It also enhances the guest experience by allowing them to book appointments and services on their own, all within an aesthetically pleasing and easy-to-use interface."

Another area in which they have seen improvement has been with *SpaSoft* Mobile and Wellness. *SpaSoft* Mobile empowers their employees to check their schedules outside of the job to be more prepared for the day. By utilizing *SpaSoft* Wellness, One & Only Cape Town was able to reduce time consuming paperwork for their employees.

In addition, the ability to have appointment confirmation emails automatically sent out has been a big time saver, as staff used to do this manually, which has helped improved their guest communication.

Another major benefit for One & Only Cape Town has been the reporting capabilities within *SpaSoft*. As Rosemary stated, "The reporting capabilities within *SpaSoft* have been great for us and really allows us to view spa performance in real-time, which helps us better understand our business." While safety and security are not visible to their clients, One & Only appreciates the fact that *SpaSoft* is fully secure and encrypted, protecting guests' credit card information and ensuring the security of their system.

Working with the *SpaSoft* Team

Since implementing *SpaSoft* ten years ago, One & Only Cape Town has enjoyed working with the team at *SpaSoft* and have truly felt like they are a part of the family. "Development of the product has been tremendous over the years, and they have regularly taken our advice into consideration when making upgrades and enhancements to the software," stated Rosemary. "We have also had a dedicated account manager who has been fantastic and very receptive to our needs, which has really made all the difference for us." One & Only also appreciates the openness and transparency within *SpaSoft*, while consistently staying in contact with them to ensure the lines of communication remain open.

Conclusion

Operating with SpaSoft since day one, One & Only Cape Town has been able to grow and evolve as a business, just as SpaSoft has continually improved its product offering, which truly speaks to the longevity and partnership formed between the two companies. By making the commitment to invest in SpaSoft Online Booking, Mobile and Wellness the guests of The Spa at One & Only Cape Town are now able to book appointments with ease, while the staff has more time to focus on improving guest satisfaction. The simple, yet intuitive online process and customized branding allows for a seamless guest experience. With the ability to report on all aspects of the business in real-time, One & Only Cape Town is able to make better, more informed decisions when it comes to managing their operations. With SpaSoft, One & Only Cape Town knows that they truly have a complete spa management solution in place, that will continue to grow with their business and allow them to deliver a consistent and premium experience.

About One&Only Cape Town

An urban chic waterfront resort with unprecedented levels of luxury, One & Only Cape Town is a place of friendly calm and gracious hospitality for couples and families alike. Nestled within a natural amphitheater shaped by the vertical cliffs of Devil's Peak and Lion's Head, sits Cape Town in all of its coastal glory. Commanding an enviable spot in the city's fashionable Victoria & Alfred Waterfront, is One & Only Cape Town, overlooking the marina with panoramic views of Table Mountain. An award-winning hotel, One & Only Cape Town was named South Africa's leading hotel at the World Travel Awards and was also listed as a Top Hotel in Africa on the Condé Nast Traveler Readers' Choice Awards List.

About Springer-Miller Systems

Springer-Miller Systems is a fully integrated suite of hospitality management systems that are tailored to hotels, resorts and spas of every scope and specialty. The suite of solutions includes SMS|Host Property Management System, SpaSoft Spa Management Software, and Teres POS. With Springer-Miller's SMS|Host property management software, properties can deliver a premium guest experience backed by technology that will truly revolutionize the way they do business. SpaSoft Spa Management System represents a complete, dynamic activities management software solution trusted by five-star spas worldwide. Teres POS provides premium, guest-centric point-of-sale solutions for food and beverage and retail operations at your luxury hotel or resort.



Learn more about SpaSoft at www.spasoft.com