

## WELLNESS SPA BOOSTS APPOINTMENT VOLUME

# 40 PERCENT IN SIX MONTHS

The chain unified operations across five locations and implemented online booking to attract more guests.

“It would be impossible to grow beyond how far we have come if we were with the old system.”

**Max Thakkar**

Co-owner

“Zenoti has a really great online booking system where guests can book at their convenience, anytime.”

**Tina Thakkar**

Co-owner

### The Challenge

With a lean staff managing five locations, J Sterling's needed to:

- Reduce reception desk involvement in booking appointments.
- Eliminate the hassles of paper intake forms.
- Move away from manual data entry and separate software systems.

### The Solution

After implementing online booking, monthly appointment volume increased 40 percent over six months. By adding and promoting gift cards, J Sterling's earned \$286K more revenue from October 2021 through April 2022.

The Zenoti platform brought the following benefits, too:

- Centralized operations across all locations – leading to scalable growth.
- Digital, fully integrated intake forms.
- Customizable email and SMS guest communication.



For more  
information visit  
**zenoti.com**  
or contact  
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**31%**  
of appointments booked online

Jan. 2021 – June 2022

**40%**  
of gift cards purchased online

Oct. 2021 – Apr. 2022