

Reinventing wellness with comprehensive spa management solutions

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Wellness hospitality is one of the fastest-growing sectors of hospitality with businesses increasingly investing on spa management solutions for their growth. From 2018 to 2028, the expected CAGR of the spa and salon software market is 7.11 per cent.

The top advantages of using spa management software include:

Automated operations: Spa management solutions simplify the automation of routine and time-consuming tasks such as auto responses or data collection. This enables operators to focus more on in-



person interactions and give undivided attention to clients.

Streamlined processes: Digital services enable swift operations that are flexible, greener and error-free. They enhance a business's overall quality and productivity, from appointment creation and managing walk-in guests to settling bills.

Satisfied customers: Comprehensive spa management solutions enable the staff to track appointments, curate personalised messages, give better attention to client needs and send timely responses to customer queries. This will enhance customers satisfaction and brand impression.

Resource management:

Effective software can empower businesses to optimise all aspects of a wellness business. The right solution can handle staff scheduling, equipment bookings and even finance and bookkeeping needs of a spa or a wellness centre.

Optimised marketing: The ability to capture the data and generate insightful reports with aspects such as a client's location, preferences and other parameters facilitates businesses

to develop highly targeted marketing campaigns that tap into the audiences' interests.

The right wellness solutions can help businesses through market competition and the rising demands of guests.

IDS NEXT provides enterprise resource planning solutions for diverse businesses, including hotels, restaurants, leisure, and wellness centres. They offer robust security standards and legal compliances including Azure Private Cloud, PA-DSS certification and country-specific statutory compliances. Today, they are Asia's largest smart hotel software provider, serving 6,000+ customers in 50 countries.



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