



For Immediate Release

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Book This Spa Package

IQware's Spa Management System has every tool you need to manage and grow your hotel's spa and salon operations.

DEERFIELD BEACH, FLA. — March 31, 2011 — The IQware Spa Management System is a sophisticated, flexible and cost-effective tool to manage spa appointment bookings and resort activities. It includes state-of-the-art activity appointment, inventory, client files, operator scheduling, commissions and marketing features to maximize bookings, management and revenues.

“IQspa offers a real-time, connection between your property’s salon or spa and the IQware Property Management System (PMS),” says David Perkins, President of Deerfield Beach-based IQware. “The information captured by the spa is seamlessly transferred to the front desk, and vice versa. There’s no duplication of efforts, or wasted time by inputting the same data into two different systems.”

“When guests check into the hotel, there’s an itinerary ready for them with all of their spa appointments. It’s all about creating the ideal guest experience and helping you grow your business.”

With the IQspa software package, there is no functionality that is left out.

It starts with booking, where you can schedule any kind of appointment: single or multi-person, single day or multi-day, group booking or even standing appointments.

With the text messaging feature, guests can be reminded of their appointments, or notified when their therapist is ready. So when the client arrives, everything is ready to go. You can even include customized recommendations on new services or treatments they may want to try.

“When you can say, ‘This product or service was selected specifically for you by your therapist,’ that’s a powerful message,” says Daniel Brown, Director of Sales for IQware.

When it is time to check out, the IQspa’s Point of Sale (POS) system makes billing quick and easy. Guests can pay by cash, credit card, gift card or charge directly to their rooms. The system allows gratuities to be added individually or added automatically based on party size.

There is also functionality for a completely customizable Rewards Program. The system allows management to classify program members into groups (such as gold members, silver members, etc.) Points can be added and tracked by any amount (\$1 spent = 1 point, \$100 spent = 100 points, etc.) Certain services, trying out new products or referrals could be worth additional points.

“This system allows spas and salons to be as creative as they want to be,” says Brown. “There are hundreds of different ways to do things. Maybe you want to do a promotion where rewards points are doubled. Our software offers the flexibility to allow that. Everything is completely customizable by the end user as a way to improve your level of service and increase revenues.”

IQspa developers have made it easy to incorporate client ideas into the finished product. Through the years, IQspa has grown to include hundreds of new features based on client requests. In fact, in a head to head competition hosting by the Professional Beauticians Association, IQspa completely outshone its opponents in terms of options, functionality and ease of use.

“You don’t have to be a computer programmer to work this system,” adds John G. Denver, IQware Vice President, Business Development. “We made everything easy to understand. It reads from top to bottom. There are buttons and other icons to direct you to exactly what you need. It just has an intuitive approach that anyone can use.”

Managing & Enhancing Your Business

What really sets IQspa apart from any other software solution is its management and marketing capabilities.

The scheduling and appointment system allows for maximum utilization of each room and therapist. Management can ensure that staffing is adequate, and itineraries are designed to keep guests moving.

The intuitive reporting functions let you quickly see what is already on the books, and forecast revenues going forward. The reporting modules include a complete inventory of both back bar and retail products, letting you know when a new shipment is needed, or if you are devoting too much space to products that aren’t moving.

The IQspa system also includes a robust payroll system, complete with a time clock, customized commission structures, and the ability to cut a computerized check on payday.

“All of these things, the way we have flow from one service provider to the next, that is all thought of and a part of our software,” says Brown. “You can set up payroll triggers for services, products or sales totals. You can even have different commission rates for actually ringing up the sale. These are all things that the best spas do to help their employees perform their jobs better and improve guest satisfaction.”

“IQspa has the tools to not just manage your business, but enhance it.”

Finally, IQspa’s marketing abilities are unparalleled. Every bit of information that is recorded on a new client form can be used to target customers in a future marketing campaign. You can customize a message by hair color, style, skin type, or whether the guest is a rewards member. It just takes a few moments to blast out messages by email, direct mail or even texts.

Leads are then tracked and reported, giving you an accurate view of which campaigns were the most successful.

“IQspa gives you a total picture of what your business is doing,” says Denver. “You can track how much was spent, what services were purchased – everything you need to know to see which ads worked best, so you can tailor your next campaign to be just as successful.”

At a Glance

The IQware Spa Management System includes the following features:

- Booking and scheduling of activities and appointments
- Location, activity, employee availability management
- Employee schedule management
- Payroll management
- Point of Sale (POS) system
- End of Day automated export of revenues to PMS
- PMS Room charge
- Robust forecasting & reporting
- Inventory management
- Customizable marketing programs
- Contact/client management
- Much, much more

About IQware

Deerfield Beach, Fla.-based IQware has been “Helping Hospitality Partner With IntelligenceSM” for 25 years. Today, more than 5,000 end users utilize IQware software to help best market and manage more than 120,000 rooms generating more than \$3.5 billion in gross room revenue. IQware brings with it more than 300 years of combined experience managing hospitality properties and developing and supporting related software. “Built By Hoteliers For Hoteliers,” IQware’s Global Property Management System and more than two dozen add-on modules optimize operations at properties of all types – limited- and full-service hotels, resorts, condo-hotels and timeshares — and all sizes — from regional hotel chains to multi-property management companies to small independents IQware is Your Single-Source Technology Partner through ongoing customized training, user-driven technology development, 24x7 support and lifetime software upgrades. Looking for a competitive edge? Look no further. IQware “Helps Hospitality Better Find, Book, Host, Know & Keep Clients.” IQware solutions offer numerous ROI-generating tools including e-marketing, four-tier yield management, Web-Rez, packages, loyalty point etc.,... Because IQware’s Global Property Management System has served as the heart of so many hotel operations for a quarter century, today IQware also can provide the lifeblood for Condo Management, Point Of Sale, Sales & Catering, Online Reservations, Spa Management, Marina Management, Central Reservations System and e-CRM electronic (Customer Relationship Management). IQware takes technology partnering to a new level – just ask our ever-expanding family of clients conducting business in two dozen countries. For more information, visit www.iqwareinc.com or call (877) 698-5151.