



Bliss Atlanta Downtown Opens to Rave Reviews

A Case Study
Presented By Book4Time Inc.



The Problem:

Bliss Atlanta Downtown had only 6 weeks until opening day. Normally, the Spa Director would receive in-depth training on how to use the spa management software well before opening day, but on a tight schedule this wasn't possible for Joey Detenber, Spa Director for Bliss Atlanta Downtown.



With limited training and only 6 weeks to prepare the entire spa for opening day, Bliss Atlanta Downtown needed an intuitive, easy-to-learn spa management system. The spa management system provider also needed to be willing to go above and beyond to ensure the spa was ready to go for opening day.

The Solution:

“When Bliss Atlanta Downtown opened, it was paramount to opening a new business,” commented Spa Director, Joey Detenber. “With the short time span and the amount of things that needed to be done, I really didn’t have the chance to learn the system as thoroughly as I should have. However, with Book4Time it was easy to learn, very intuitive. Myself and my staff found that we could ‘learn as we go’ and still be able to run a seamless business.”

“As easy as the system is, there’s no way we could have been ready for opening day without the help and dedication of the Book4Time team. Tisha [[Tisha Chung](#), Product Specialist] came to Atlanta and stayed the whole weekend before opening. She was instrumental in having the system operational and instructing our staff on how to use it.”

“We also had access to online help on demand from Andrea [[Andrea Peattie](#), Product Specialist]. We received quick responses to any issue we encountered, an absolute necessity when attempting to open on a tight deadline.”

The Results:

When asked how opening day for Bliss Atlanta Downtown had gone, Detenber responded with “Fantastic.”

Scorecard:

Looking back at Bliss Atlanta Downtown’s initial goals, we asked Joey Detenber to critique Book4Time.

✓ Intuitive, Easy-to-Learn Software

“Both myself and my staff found Book4Time easy to learn and straightforward to use. This was essential in helping us to have a successful opening; it was one less thing to worry about. Any problems we did have were immediately addressed by the Book4Time team.”

✓ Exceptional Customer Support

“In my opinion, Book4Time truly differentiates itself from the competition with its personalized customer service. As I mentioned, we had our own specialized product specialist on hand as well as having access to immediate online help for any issues that arose. Tisha and Andrea were conducive in having Bliss Atlanta Downtown open, and open smoothly, on time.”

