

TRAVEL AND HOSPITALITY

Shangri-La integrates digital, mobile tools into global spa program

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Shangri-La spas will make use of Book4Time's new digital tools. Image credit: Shangri-La

By STAFF REPORTS

Shangri-La Hotels and Resorts has selected Book4Time as the exclusive provider of spa software throughout its more than 100 hotels.

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The global hotel chain is working with the tech startup to introduce a number of new digital tools to streamline and improve its spa services around the world. The partnership is meant to improve customer experience as well as retention.

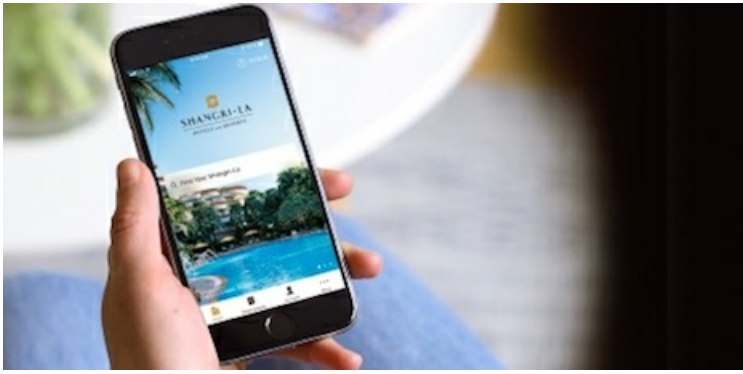
"After reviewing and comparing several other spa software providers, we selected Book4Time due to the enterprise capabilities of its platform to meet our global requirements and 24/7 product support availability," said Todd Hewitt, head of spa at **Shangri-La**, in a statement. "It greatly improves visibility, because of the ease of access that comes with cloud-based systems, corporate can login to any property from anywhere at any time."

Global spa program

With upwards of 100 hotels in more than 20 countries, Shangri-La Hotels is a large chain with a complex and vast number of facilities and resources to track and maintain.

Running the many spas the hotel chain operates throughout the world is a time-consuming and difficult task without the help of digital tools.

That is why Shangri-La has partnered with Book4Time, a tech startup focused on creating cloud-based software for operating spas and wellness clinics. The software makes use of mobile check-out and digital touchscreens among other tools to streamline the process of booking, checking into and checking out of a spa.



Shangri-La's app includes features such as fast booking and mobile check-in. Image courtesy of Shangri-La

The mobile option was of particular interest to Shangri-La, which has made mobile a priority lately. To launch the updated version of its mobile application, Shangri-La Hotels and Resorts is offering exclusive benefits to its loyalty members.

The Hong Kong-based hotelier is giving its Golden Circle enrollees up to triple the rewards points for engaging with functions of the new app. Mobile has become an increasingly important touchpoint for travel, as a growing number of bookings come through the channel ([see story](#)).

With Book4Time, Shangri-La is hoping to continue to streamline its customer services with the help of innovative digital tools.

"We are excited to welcome Shangri-La to the Book4Time family," said Roger Sholanki, founder and CEO of [Book4Time](#), in a statement. "I'm confident Shangri-La will benefit from our unique innovations and the think different approach to Spa Management that have helped thousands of other spa brands on a global scale reach their true potential."

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