

Urban Float Leverages Flexible Membership Plans For Rapid Growth, Retention

To support growth and boost center profitability, Urban Float has switched to Zenoti. With Zenoti, Urban Float is able to offer flexible membership plans and packages that allow customers access to regular float therapy at an affordable cost.

March 28, 2018 (FPRC) -- As float therapy continues to grow in popularity, Washington-based Urban Float is poised for rapid expansion. To support growth and boost center profitability, Urban Float has switched from their previous software system, Booker, to Zenoti.

Urban Float offers floatation services in sensory-deprivation float pods, which provide physical and mental relaxation. Float therapy has been embraced by consumers as a way to help with stress, anxiety and pain management.

Urban Float leverages memberships and packages to diversify revenue streams and encourage repeat visits. With Zenoti, they're able to offer flexible membership plans and packages that allow customers access to regular float therapy at an affordable cost.

"Our ability to easily support memberships and packages has a direct impact on delivering customers lasting health benefits. For our franchise owners, these loyalty vehicles provide predictability of business, which helps build a strong financial base," said Joe Beaudry, Urban Float co-founder. "We chose Zenoti as our technology partner because it helps us better support our franchisees and customers."

Zenoti automates membership and package management, including payments, follow-ups, customer engagement and administration. As a cloud-based software solution, Zenoti also helps franchise businesses enforce strong standard operating procedures (SOPs) and centralize data, enabling better decision making and consistent execution across the network.

With six locations currently operational and five more opening soon, Urban Float has expansion plans to take the business national. They chose Zenoti to streamline their growing booking needs and provide analytics for critical insight into their business performance.

"The team at Urban Float is young, passionate and impressive. Not only do I see them growing the brand rapidly, but they're in a good position to become the leading floatation therapy services provider in the U.S.," said Sudheer Koneru, CEO at Zenoti.

By serving as a critical managerial and technological partner, Zenoti's reliability and scalability is the catalyst Urban Float needs to enable their rapid expansion and achieve customer success.

About Urban Float

Urban Float is committed to providing a clean, calm and welcoming environment so guests can get the most out of floatation therapy. Whether guests seek pain management, sports recovery, stress relief, improved focus or a desire to disconnect from a hyper-connected world, Urban Float creates a sanctuary to help everyone, everywhere improve their quality of life. Urban Float currently has six locations in and is expanding across the country through franchising.

To learn more about Urban Float, visit <https://www.urbanfloat.com/>.

About Zenoti

Zenoti provides an all-in-one, cloud-based software solution for the spa, salon and med spa industry. The Zenoti platform is engineered for reliability and scale, harnessing the power of enterprise-level technology for businesses of all sizes.

Zenoti powers thousands of spas and salons in over 50 countries. Zenoti allows users to seamlessly manage every aspect of the business in a comprehensive mobile solution: online appointment bookings, PoS, CRM, employee management, inventory management, built-in marketing programs and more. Zenoti helps clients streamline their systems and reduce costs, while simultaneously improving customer retention and spending.

To learn more about Zenoti, visit <https://www.zenoti.com/>.

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