Skin Renewal Launches Enhanced, Transparent Customer Loyalty Program

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Customer loyalty programs are critical tools for engaging and retaining customers. But they can be difficult for large multi-location spas, medical spas and salons to manage.

Citing its robust integrated platform, Renewal Institute has deployed Zenoti to centralize operations of their multi-location clinics. And with that switch comes an enhanced, transparent customer loyalty program solution.

Renewal Institute is a medical aesthetic and integrative medicine clinic with 16 locations in South Africa, and they have struggled to manage their complex tiered customer loyalty program. In their previous software, assigning points to customers based on spend was a big task due to their 16 individual databases and multiple patient profiles – rewards and redemptions were often calculated manually. This led to an inconsistent and error-prone process, which offered little customer insight into how points were tracked or rewards earned.

Since switching to Zenoti, Skin Renewal has streamlined their customer loyalty program. Loyalty program points are now accrued automatically in Zenoti as customers receive services, and voucher issuing for rewards and discounts are automated through an always-on marketing campaign.

Skin Renewal's customers also benefit from Zenoti's enhanced customer loyalty program software. Customers can access the details of their loyalty program through the webstore or customer mobile app at any time. They can always see what tier of the loyalty program they're in, how many points they have and how many points they need to move to the next tier or earn their next reward.

"With 16 clinics to manage and 16 individual databases, manual tracking for duplicate profiles had become time-intensive and inaccurate. Our loyalty program needed an overhaul," said Danica Bloomberg, project manager at Skin Renewal. "Zenoti's centralized solution automated the entire program. It's transparent, clear and easy to use for customers and staff alike."

With Zenoti, Skin Renewal has transformed its customer loyalty program from a headache to an opportunity. Customers remain engaged with predictable discounts and rewards based on their visit frequency and spend.

"Customer loyalty programs are only effective when they provide a clear benefit to customers," said Sudheer Koneru, CEO at Zenoti. "We're pleased to partner with Skin Renewal to offer a reliable, straight-forward loyalty program that delights their customers while supporting Skin Renewal's business and revenue goals."

ABOUT SKIN RENEWAL

The first Skin Renewal clinic opened in 2005. By early 2018, Skin Renewal had 16 clinics in four cities in South Africa. Today, the company operates under the umbrella of the Renewal Institute,

which includes the Skin Renewal, Body Renewal, Health Renewal, Brain Renewal and Sleep Renewal clinics, the Oasis Spa, and a companion online skin shop, https://onlineskinshop.co.za/.

Renewal Institute offers integrative medicine and anti-ageing aesthetic procedures that provide alternatives to traditional surgical cosmetic procedures. Founded by Dr. Maureen Allem in 2005, Skin Renewal Clinics are managed and operated by resident aesthetic doctors. A staff of qualified and experienced technicians, nurses and therapists further support the doctors, providing a range of customized solutions to clients dependent on expectations, budget, time and medical conditions.
To learn more about Skin Renewal, visit https://www.skinrenewal.co.za.

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.

Contact Information
For more information contact Michael Weaver of Zenoti (http://www.zenoti.com/)
8774817634

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