

The K Club, Co. Kildare, Ireland

Nestled in 550 acres of rolling Kildare countryside with a private stretch of the River Liffey gently winding through the grounds, K Spa at The K Club, the internationally acclaimed AA 5 Red Star Hotel, Golf and Spa Resort, offers visitors a sublime and relaxing experience. Facilities include 14 treatment rooms with two private suites, hammam, balneotherapy room, vichy shower and rasul, relaxation room, herbal garden, experience showers and an outdoor hot tub.



other software so we felt very comfortable that we were in an established working relationship and in good hands,” David explains.



“Has helped us manage every aspect of our business more effectively”

“We decided that we needed something that covered the management of operations within the spa in detail and, as a result, **premier spa+** has helped us manage every aspect of our spa business effectively,” comments David.

“Perceived to be the best on the market”

David McGuinness, Spa Manager at the K Club, did quite a bit of research into software systems before opting for **premier spa+** from Premier Software. “We knew that Premier Software was being used at other spas in Ireland at the time and so we got some recommendations that way. It’s perceived to be the best on the market. We also already knew the team at Shop Equipment, Premier Software’s distributors in Ireland, because they supply us with

“ **premier spa+** excels in generating reports”

“I think **premier spa+** excels in generating reports. Not only can you generate reports on sales, cost of sales and stock but you can also look in detail at the productivity of all areas of the business. From a personal point of view, I have found the reporting functions to have made the most impact on how I run the spa. The reports from **premier spa+** are generated in minutes and save us so much time. It’s very helpful to have the information just to hand.”

“Sophisticated marketing segmentation helps us to target promotions successfully”

When it comes to marketing the spa and its luxurious facilities, David can also turn to **premier spa+**. “We use the client database very effectively to break down our customers into types so that we can see who hasn’t been in for the past few months or who is in a particular age bracket, for example, so that we can target promotions successfully.”



“Decision making is much easier and quicker”

“I have found **premier spa+** to be very user friendly and very practical,” adds David. “It has proved to be very beneficial in allowing us to get our jobs done more effectively and efficiently. It has definitely helped me in my decision making, both on a strategic and a day-to-day level because it’s much easier and quicker to make a meaningful decision when it is backed up with supporting data.”



“Support given is fantastic”

David is full of praise for the support given by Shop Equipment. “Kevin and Ruth are fantastic. They are very supportive and they are always there in case you have any worries or concerns. The installation and subsequent training went very well.”

“Very clear and easy to understand how to use”

“I’ve come across many different pieces of software in my time. Some packages are difficult to learn and others maybe aren’t but they look like they are because they are not presented clearly. **premier spa+** is very concise, however, and it’s easy to understand. My team like the package and they have no problems using it.”



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