

### Titanic Spa

Nestled deep within the natural landscape of Pennine Yorkshire sits Titanic Spa, the UK's original eco-spa destination, a beautifully restored textile mill offering state-of-the-art health and well-being facilities. Unlike other spa venues however, Titanic Spa possesses a wealth of renewable energy sources and eco-friendly strategies, using biomass woodchips to generate heat and a high proportion of the spa's electricity, solar power and its own private borehole to provide water for heating, washing, drinking and swimming in.



**“Previous experience of working with Premier Software meant that we were very confident about using them again”**

When the spa opened in 2006, Warrick Burton, Spa Director, and his team chose to work with Premier Software. “We reviewed other companies offering spa management software but we had experience of working with Premier Software before and had already established a good relationship with their team, so we were very confident that Premier Software’s **premier spa+** package was the best

solution for the launch of our new spa concept,” says Warrick.

**“Not just a spa booking system, it adapts to our other business needs too”**

Titanic Spa uses most of the enhanced features which are available in **premier spa+**, including:

- **Access Control** – Titanic has a number of internal doors which have restricted access based on a client’s bookings or membership entitlements. The Techno-key system is used and **premier spa+** identifies and validates the member.
  - **Card Payment Processing** – By linking up directly to processing software, advanced payments can be taken by using the ‘customer not present’ facility at the reservations call centre; secure payments can be taken at the reception desk using Chip & Pin.
  - **Postcode Validation** – Premier Postcode enables address details to be entered quickly by simply entering a postcode, house number or name.
- “The software was also adapted to manage lunch and dinner bookings at our Bistro and to take



accommodation bookings at our apartments. The system is not just used to manage our spa bookings. It has proved to be very adaptable in meeting the other business needs beyond the treatment rooms," adds Burton.

**"Advanced payment facility makes for quicker, more efficient customer service"**

"One feature that has made a big difference to the running of our business is the payment solution we use at our reservations call centre. Previously we were using Barclaycard's solution which duplicated the workload because we had to enter the details twice and we had to keep the customer on hold while the payment was being processed. By adopting the Premier Software solution, we have eliminated a process, reduced error and decreased customer call times resulting in quicker and more efficient customer service."



**"Adds flexibility to what we offer our clients to give them an enhanced experience"**

Warrick is now looking forward to receiving the latest upgrade (Version 2) to **premier spa+** which is due to be installed shortly.

"We are very interested in the additional features that the upgrade will offer us, most notably split billing on departure and twin therapy booking. Features such as these will add to the flexibility of the services that we can offer our customers and, in

turn, give them an enhanced, bespoke experience. The auto attended waiting list feature will also assist in our yield management of the system."

**"Excellent, well administrated training that is tailored to your needs"**

"Initial training is excellent and fit for purpose and it is always well administrated. Premier offered us a training programme tailored to suit not just the needs of the business but the capability of the individuals involved aswell. The Titanic team is growing with the business demand and it is relatively quick for new members of the team to feel confident using the system which is central to our business operation. From a management aspect, although **premier spa+** is not a complete business solution in terms of accounts, sales ledger etc, it is important to remember that it has the flexibility to fully interface with other systems," adds Burton.

**"Fully supportive in finding solutions"**

"From pre-opening to where Titanic Spa now sits, Premier Software have been fully supportive and assisted in finding qualitative solutions to our business challenges. We have a good on-going relationship with Premier Software and our experience makes us well placed to recommend their software to other spa businesses."



For press information about Premier Software Solutions, please contact Katherine Arbuthnott at Blue Sand Marketing:

E: [katherine@bluesandmarketing.com](mailto:katherine@bluesandmarketing.com)

T: 05602 647804



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