

# 6 Must-Have Features in Wellness Business Management Software

Acupuncture, day spa, massage clinic – no matter which branch of wellness you operate in, you're going to need something powerful behind the scenes. We're talking, of course, about your business management software. You need a tool that makes your life as the owner as easy as possible, automating back-end tasks to help you provide excellent service. That said, your software should also focus on marketing and revenue, helping your business thrive.

Here are the features your wellness business management software absolutely must have:



## Easy online booking

People will book appointments on your website, but some will discover you through Google, too. Let your customers book directly through both for exceptional convenience.



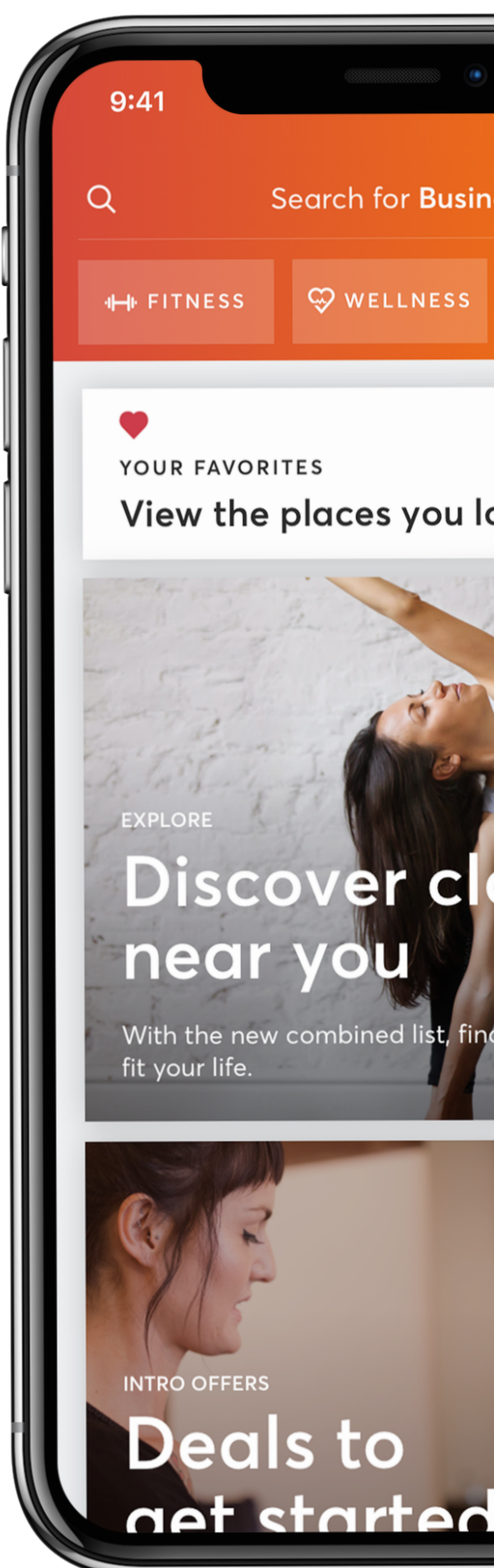
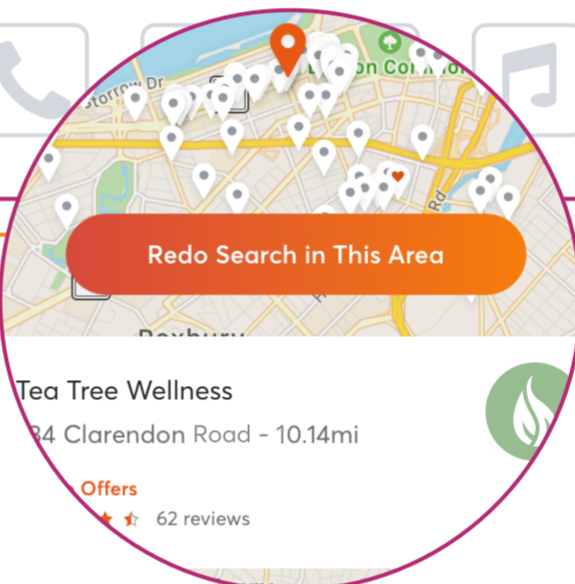
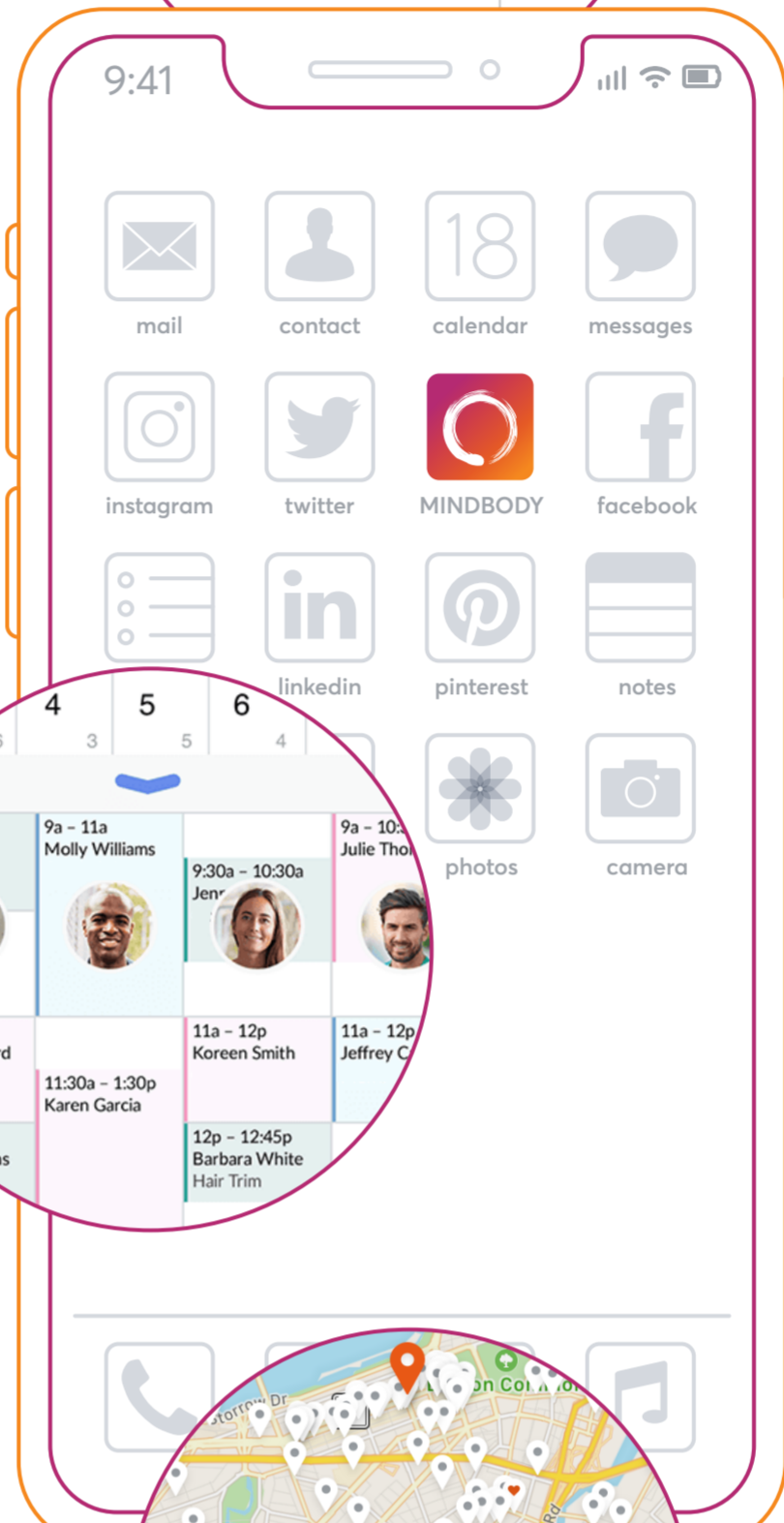
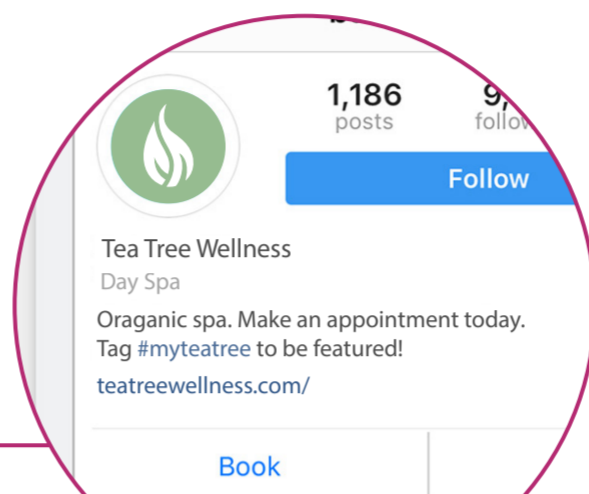
## Integration with automated marketing software

Look for a platform that automatically syncs your contacts, calendar and customer history. This will help you to schedule targeted emails and text campaigns to fill last-minute gaps and prompt customers to visit on slow days. Plus, any stored data will be secured to comply with HIPAA.



## Network of active customers

Having trouble finding new clients? Choose business management software that puts your business in front of thousands of potential customers.



## All-in-one point of sale and retail solutions

Let customers book appointments and buy products in-person with Mobile Swiper functionality, sleek payment devices and securely stored payment data.



## Revenue-boosting tools

Create memberships for frequent customers, send automated appointment reminders and birthday messages, create a customized business app and more.



## Features to expand your business into new locations

Use software with an easily integrated API that makes scaling easy when you're ready to open a new location.



MINDBODY is the wellness business management software created to suit your every need. In 2017, over 600 million consumers booked classes and appointments through MINDBODY.<sup>1</sup> To schedule a demo and learn more about the software, visit <https://mindbodyonline.com/wellness>.



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MINDBODY, January - December 2017, bookings refers to the action of reserving a spot in a class or an appointment time with a business.