



# Zenoti: Changing the beauty and wellness industry with software

Zenoti is an enterprise software solution making it easier for salons, spas and medical spas to manage their operations in the cloud. It is used today by more than 5,000 businesses in 32 countries to manage appointments, billing, payments, inventory, marketing, and more. Staff at leading beauty and wellness brands use the platform on mobile devices in-store to enable smooth check-ins and checkouts, capture digital intake and treatment notes, and improve every stage of the customer journey.

## Customizing the end customer experience

Around 90% of Zenoti users' transactions still happen in-person. This presents challenges for Zenoti users and their end customers as they navigate check-ins, reservations that require a card deposit, checkouts, tipping, and more. Zenoti sees this as an opportunity to reduce friction by using software to enable better in-person transaction experiences. With Stripe Terminal, Zenoti is able to create an in-store experience that lets users store end customer cards for check-in and checkout, meaning end customers only have to use a physical card once.

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Collecting money with less friction means doing business with less friction.

**Sudheer Koneru**  
Chief Executive Officer

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Since we already had an integration with Stripe for online transactions, the in-person integration was just an extension of that.

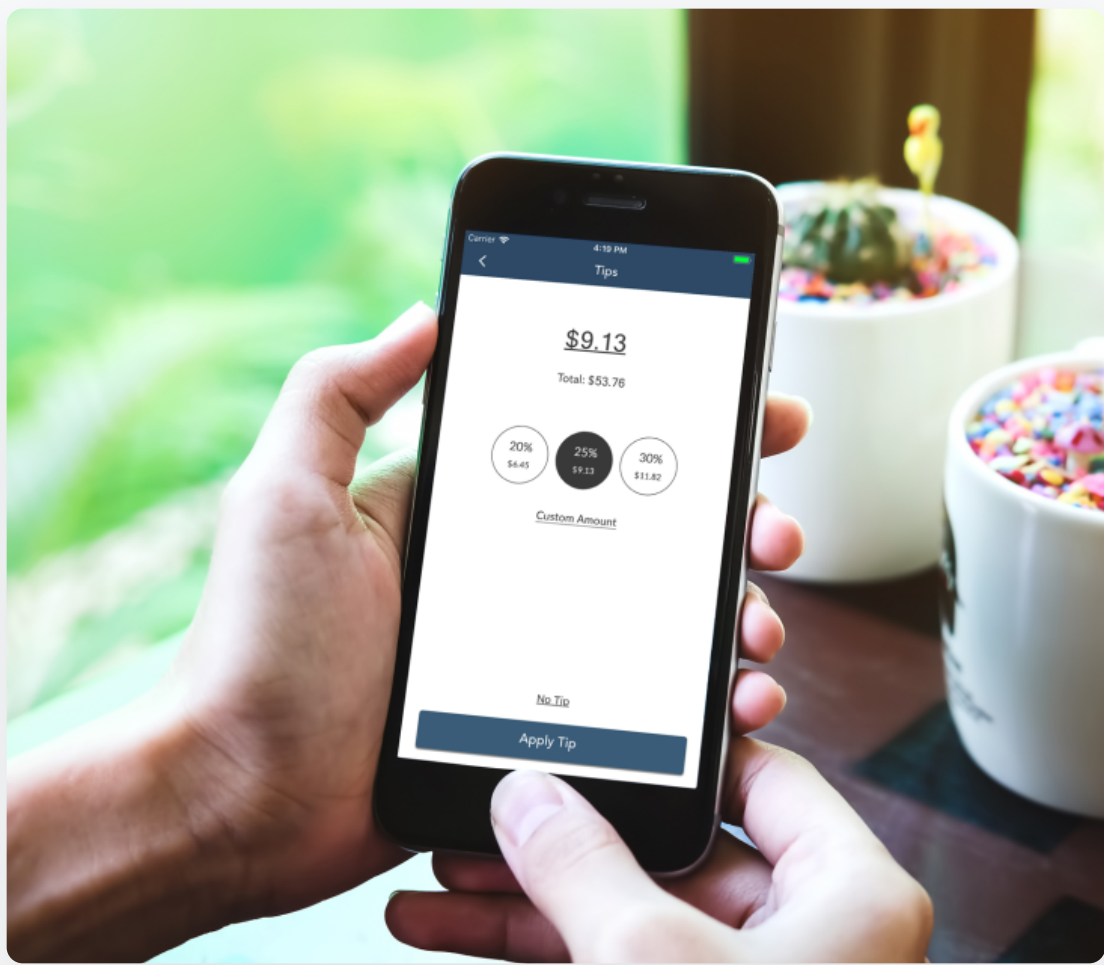
**Vamshidhar Reddy**  
VP, Product Management

## Quick and easy integration

Stripe's web and mobile SDKs allow Zenoti to quickly and easily extend its existing Stripe integration to support in-person payments. VP of Product Management Vamshidhar Reddy explains: *"Since we already had an integration with Stripe for online transactions, the in-person integration was just an extension of that."* From start to finish, Zenoti went live with the Stripe Terminal less than a month after starting development.

## Amplifying existing Stripe applications

Stripe Terminal APIs work seamlessly with all of Zenoti's existing Stripe applications, including Connect and Billing. This is crucial for Zenoti, since its onboarding experience is already powered by Connect, which is core to how it works with salons and spas.



Zenoti uses Stripe Terminal to help spas on their platform accept in-store payments

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It's all a seamless integrated process, whereas with other integrations you have to fight a little bit with the offline vs. online world.

**Vamshidhar Reddy**  
VP, Product Management

## Unified view of the customer

By extending the Stripe platform into the offline world, Zenoti is able to give salons and spas a unified view of the end customer. This makes it easier for Zenoti users to manage their operations, particularly when it comes to using cross-channel transaction data for financial reporting or for handling disputes and chargebacks.

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The onboarding of the merchant is all built into the software. With other providers, it can take anywhere from two to four weeks to onboard a merchant. With Stripe, a merchant can onboard themselves and start processing transactions in seconds. That's a clear advantage for us.

**Vamshidhar Reddy**  
VP, Product Management

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