

Online Booking Platforms

Comparing different platforms for hourly studio bookings at MCS

Increasing revenue & overall value

Expanding our reach

- Collecting bookings from those who may not have booked otherwise
- People can send links to book with us
- Influx of new clients

Follow-up on late cancellations and no-shows

- Policies are programmed
- Credit cards required to book
- No confusion on what our policies are

Simplifying the process for staff & clients

- No more saving sensitive information in a notebook
- Less confusion, more of a data trail for staff and clients alike
- Less phone calls means more time for other tasks
- Staying up-to-date with our competitors

Implementation Goals

Online payment processing

Credit cards on file

Safe handling and storage of client data

Real-time availability

Instant booking and payment

Add-ons and customization

Automatic confirmation & reminders

User-friendly backend view for staff

Cancellation & rescheduling options

Analytics and reporting

Customer support

Mobile compatibility

Variable pricing: peak hours, off-peak time

Ability to add and update bookings from our end

Booking minimums

Scope of research

- Local competitors and comparable studios in
- Online booking platforms used at salons, etc.
- Google searching booking platforms for spaces (office spaces, room rentals, etc.)
- Finding platforms that align with our needs
- Speaking with platform representatives via Zoom demos, email, or chat

Booking
platforms that
may align with
MCS needs

Jammed

Tambr

Skedda

~~Uzeli (Growthzilla)~~

Payment Processing

stripe

- Used in almost every online payment system
- Pricier than Heartland because they use a secondary processing company to handle payments
- \$0.30 + 2.9% per transaction

Jammed, Tambr, Skedda

Heartland

- Less costly because they don't use a secondary company
- Only used with certain platforms (Stripe does profit-sharing so more popular)
- \$0.10 + 2.6% per transaction

Uzeli (Growthzilla)

All Platforms Include



Payment processing
with Stripe



Immediate payment
upon booking



Confirmation emails
to clients after they
have booked



Customer profiles



Customized policies



Staff notes



Monthly and annual
pricing

Platform #1: Jammed

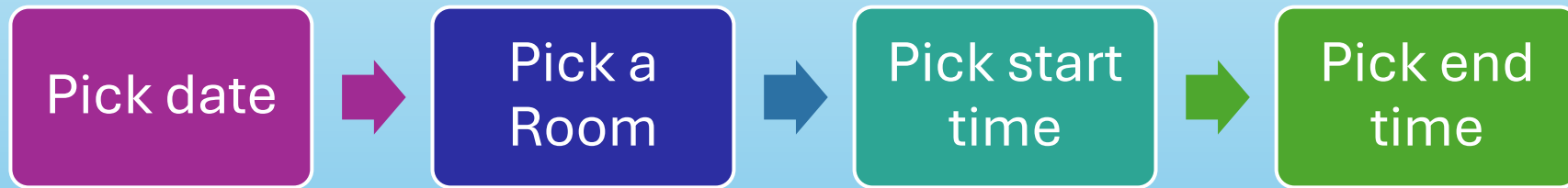


JAMMED

The word "JAMMED" is rendered in a bold, black, stylized font. The letters are thick and blocky, with a slight slant. The letter 'D' at the end of the word contains a white lightning bolt symbol. The entire word is set against a white background within a black rectangular border.

What does Jammed look like?

- Visually appealing, clean design
- Intuitive click path for clients



When the client picks a room, the available start times change for that room are on screen. Change the selected room and the available times will alter as well.

Jammed Details & Features

Uses Stripe for online payment processing

Takes payment instantly

Customer portal

Customer notifications (email & text)

Payment requesting for walk-ins or last-minute charges

Invoicing for larger bookings (or for companies that prefer invoicing)

Helpful reporting (analytics with JammedPro)

Customizable policies (booking minimums, cancellations, cancellations without refund, “Happy Hour” pricing)

Add-ons: Rentals that have an editable inventory to avoid getting double-booked

Can make different booking minimums for different times of the day. Maybe we allow 1 hour bookings during the day

Jammed Case study: Michiko Studios in NYC

About Michiko

**PREMIER
REHEARSAL
STUDIOS**



Michiko Rehearsal Studios is a staple jazz and classical rehearsal studio in NYC. Initially a subsidiary of Roberto's Winds Inc., established in 1989 on Music Row, Michiko Studios expanded and evolved into an independent company and continues as a family-owned and run studio for musicians of all levels located by Bryant Park.

Michiko Studios is a rehearsal studio in NYC that subscribes to Jammed Pro. They cater to students and classical musicians.

<https://www.michikostudios.com/>

[Or click here to Book !](#)

We can decide how far in advance we allow people to book.

Pick a date to get started...

November 2024						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

Easily view the selected date. Click the
“Change date” tab to go back to the calendar

Fri 29 Nov

Change date

Grand Piano - Opera Room

From \$42.00

Upright Piano-E

From \$21.00

Upright Piano-F

From \$21.00

Upright Piano-G

From \$21.00

Upright Piano-m

From \$21.00

Vocal Booth 1

From \$16.00



Grand Piano - Opera Room

Studio space for 2 people

This studio holds our Yamaha C6 Concert Grand Pian...

Now we pick the room from a list. Pricing details under the room and when the room is selected, you see a picture of the room with a quick description.

Start time

7:00pm

End time

7:30pm

9:00am	9:30am	10:00am	10:30am
11:00am	11:30am	12:00pm	12:30pm
1:00pm	1:30pm	2:00pm	2:30pm
3:00pm	3:30pm	4:00pm	4:30pm
5:00pm	5:30pm	6:00pm	6:30pm
7:00pm	7:30pm	8:00pm	8:30pm
9:00pm	9:30pm	10:00pm	10:30pm

Based on your Start time, End time options are shown. Only shows available slots. You will see the total price automatically generated under each slot. Once an End time is selected, a button to confirm the booking appears (includes booking details)

7:00pm	7:30pm \$21.00	8:00pm \$42.00	8:30pm \$63.00
9:00pm \$84.00	9:30pm \$105.00	10:00pm \$126.00	10:30pm \$147.00
11:00pm \$168.00			



Reserve 7:00pm - 7:30pm in Grand Piano - Opera Room



We are holding this reservation for you for another 14:49 minutes

Your details

Name

Email

Telephone

Group name

2 people

- Send me an email reminder about my booking
- Add me to the Michiko Rehearsal Studios Inc. mailing list to receive offers and news by email

Additional requests

Pay \$21.84

Grand Piano - Opera ...
 Michiko Rehearsal Studios Inc.
 📅 Fri 29 Nov 2024
 🕒 7:00pm - 7:30pm
 ⚡ Rehearsal
 👥 2 people
 🏠 Studio

Price details Have a coupon?

Add Vibes	\$25.00
Studio in Grand Piano - Opera ... Rehearsal: 7:00pm - 7:30pm	\$21.00
Service Fee	\$0.87
Total price	\$21.84

Where is Michiko Rehearsal Studios Inc.?
 15 W 39th St, Floor 7

Cancellation policy
 All rooms have a cancellation policy. The client must amend the time or cancel 48 hours before **the start of the booking**. Otherwise, the client is responsible for paying the total reserved time.

Check-Out Page

Here is where add-ons (rentals) would be shown. Clients can easily see pricing and select the item.

Notice "Group Name" under details. Every time a different band member books for their group, they will be organized on our end by "Group". So all of Bernie's guys would be organized, etc.

We can customize this section with our own policies or FAQ

Jammed Cons



Does not use Heartland for payment processing, could get pricey with monthly and per transaction rate.



Detailed analytics are only included with pro, whereas other platforms include it in regular subscription



Can't book without paying up front.



Widget not compatible with Wix



Traffic on our website would take a hit affecting our position on search engines for new clients to find.

Jammed Pro

Implementation planning and support for Jammed roll-out: This would really help me get this place set up

Priority support from the Jammed helpdesk

Quarterly reports on studio performance data (analytics)

Tailored suggestions for improvements to account

Remove Jammed branding and use our own

Could potentially get assistance with the website widget if we were a priority customer

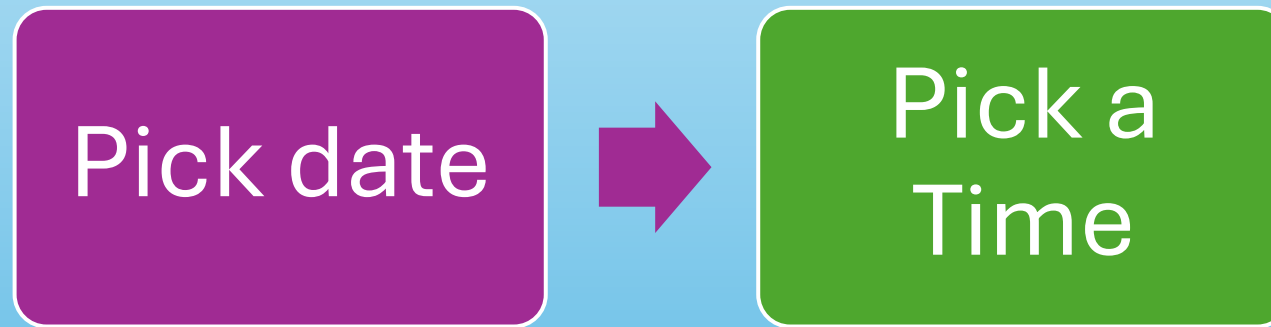
Platform #2: Tambr



tambr

What does Tambr look like?

- Visually appealing, clean design
- Simplest click path for clients and staff
- The most compatible with the old method

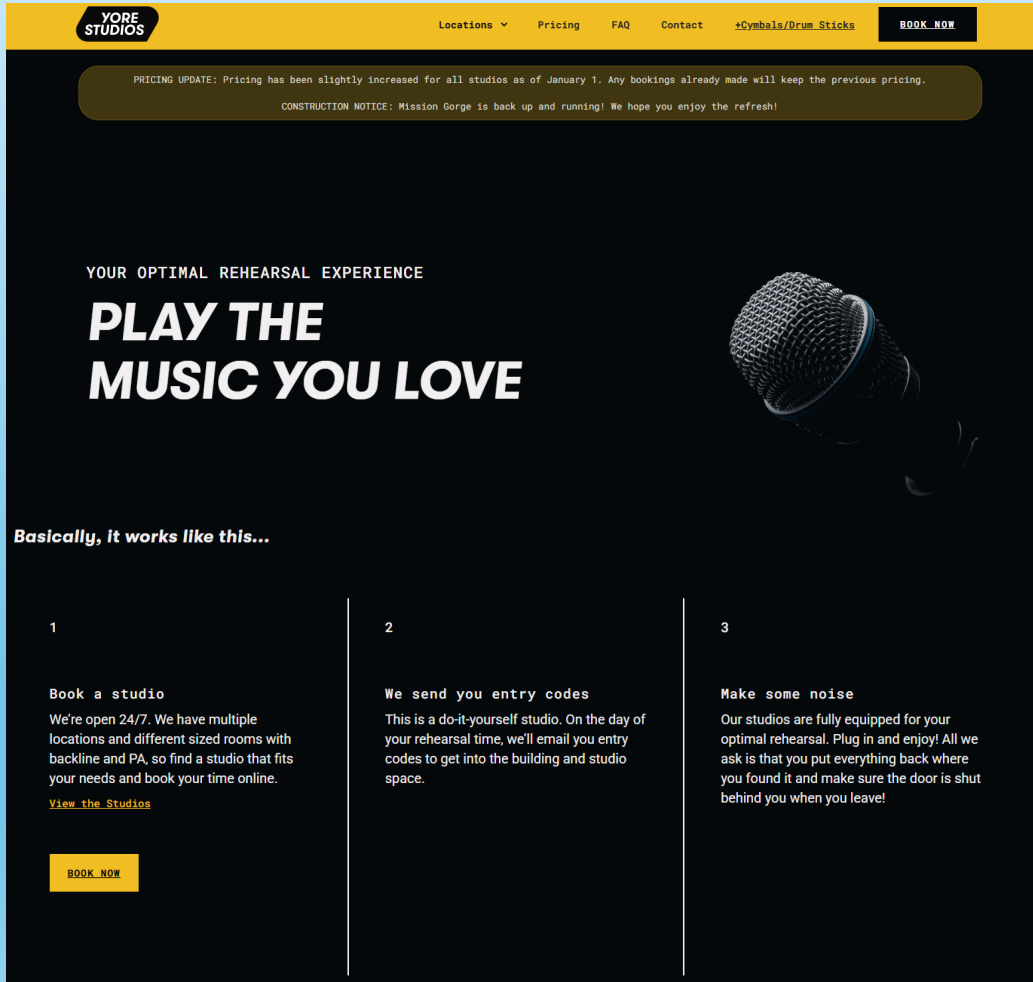


Availability is immediately accessible. One view shows everything that is open and what is booked. This allows clients to find something else without going through each alternative with staff.

Tambr Demo Summary

- Went over some of the features and pricing
- Growth & market analytics
- Email reminders, email receipts
- Easily block off time for events or specialty rehearsals
- Scheduled Processing: Can create a booking without paying up front as long as they have a functional credit card attached
- We can adjust the processing time to before the booking begins, after the booking ends
- Easily apply discounts (solo rate, lesson rate)
- Peak hours/Off peak: Day rate special, regular rate
- Website integration included

Tambr Case Study: Yore Studios in San Diego



The screenshot shows the homepage of Yore Studios. At the top is a yellow navigation bar with the Yore Studios logo on the left and links for Locations, Pricing, FAQ, Contact, and a Cymbals/Drum Sticks link. A prominent black 'BOOK NOW' button is on the right. Below the navigation bar, a dark grey banner contains two notices: 'PRICING UPDATE: Pricing has been slightly increased for all studios as of January 1. Any bookings already made will keep the previous pricing.' and 'CONSTRUCTION NOTICE: Mission Gorge is back up and running! We hope you enjoy the refresh!'. The main content area features the headline 'YOUR OPTIMAL REHEARSAL EXPERIENCE' followed by 'PLAY THE MUSIC YOU LOVE' in large, bold, white letters. To the right of the text is a close-up image of a silver microphone. Below this is a section titled 'Basically, it works like this...' which contains three numbered steps: 1. 'Book a studio' (with a 'BOOK NOW' button), 2. 'We send you entry codes', and 3. 'Make some noise'.

YORE STUDIOS Locations Pricing FAQ Contact +Cymbals/Drum Sticks **BOOK NOW**

PRICING UPDATE: Pricing has been slightly increased for all studios as of January 1. Any bookings already made will keep the previous pricing.
CONSTRUCTION NOTICE: Mission Gorge is back up and running! We hope you enjoy the refresh!

YOUR OPTIMAL REHEARSAL EXPERIENCE

PLAY THE MUSIC YOU LOVE

Basically, it works like this...

- 1**
Book a studio
We're open 24/7. We have multiple locations and different sized rooms with backline and PA, so find a studio that fits your needs and book your time online.
[View the Studios](#)
BOOK NOW
- 2**
We send you entry codes
This is a do-it-yourself studio. On the day of your rehearsal time, we'll email you entry codes to get into the building and studio space.
- 3**
Make some noise
Our studios are fully equipped for your optimal rehearsal. Plug in and enjoy! All we ask is that you put everything back where you found it and make sure the door is shut behind you when you leave!

Yore Studios is an hourly rehearsal studio that utilizes door entry codes for self-service unstaffed sessions. They are open 24/7 (think Pirate Studios)

<https://www.yorestudios.com/>

Tambr Case Study: Yore Studios in San Diego

Scalable – when we open a new location, it will be easily accessible for our clients.

ALL LOCATIONS LA MESA MISSION GORGE SPORTS ARENA

WEDNESDAY, APRIL 15TH

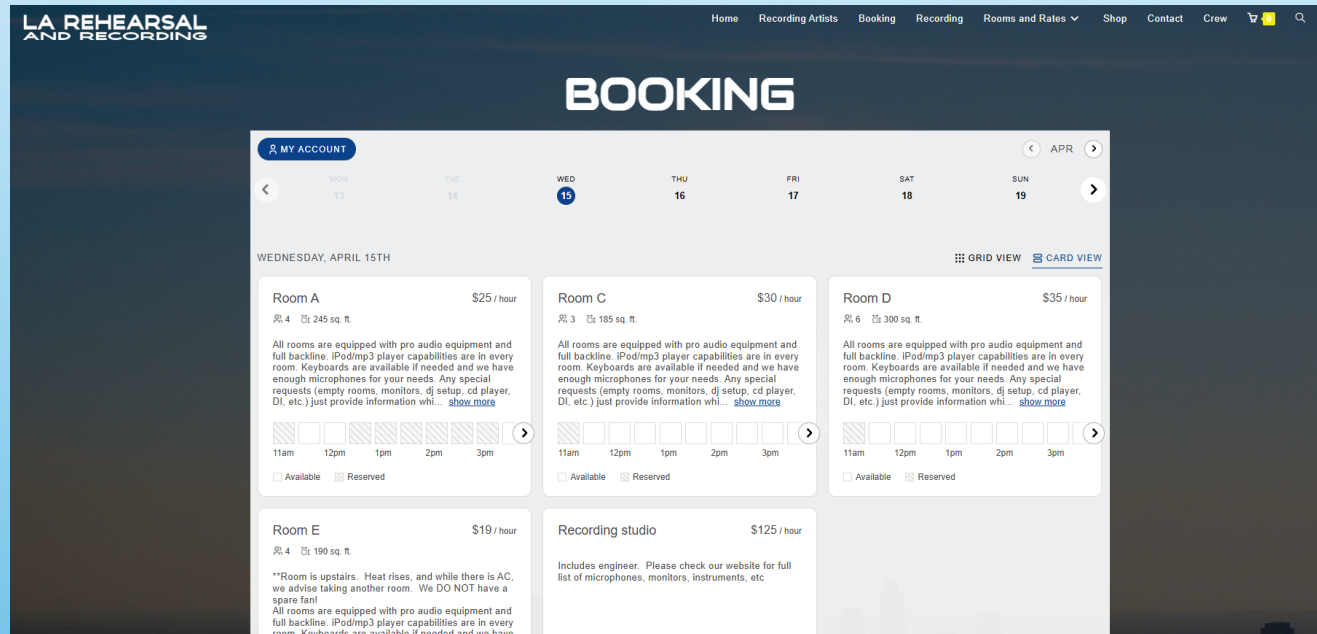
GRID VIEW CARD VIEW

	LA MESA La Mesa Studio A	LA MESA La Mesa Studio B	LA MESA La Mesa Studio C	MISSION GORGE Mission Gorge Studio A	MISSION GORGE Mission Gorge Studio B	SPORTS ARENA Sports Arena
11:30am						
12:00pm		+	+	+	+	+
12:30pm		+	+	+	+	
1:00pm		+	+	+	+	
1:30pm		+	+	+	+	
2:00pm					+	
2:30pm					+	
3:00pm	+			+	+	
3:30pm	+		+	+	+	
4:00pm	+		+	+	+	
4:30pm	+		+	+	+	
5:00pm	+	+				+
5:30pm	+					+
6:00pm	+					
6:30pm	+					
7:00pm	+					
7:30pm			+			
8:00pm			+			
8:30pm			+			
9:00pm			+			
9:30pm			+			+
10:00pm		+	+			+

Click the plus sign and you'll automatically book the minimum hours with the ability to add more if available.

Looks a lot like our paper schedule – not a big learning curve.

Tambr Case Study: LA Rehearsal in Los Angeles



LA Rehearsal is an hourly rehearsal studio with the ability to book a recording room.

They use the “Card View” as their widget’s default setting.

<https://larehearsal.net/booking/>

Tambr Case Study: LA Rehearsal in Los Angeles

Easily accessible account information:

- Booking history
- Upcoming bookings (with the ability to cancel if it is within the policy)
- Payment methods

Card view shows room description

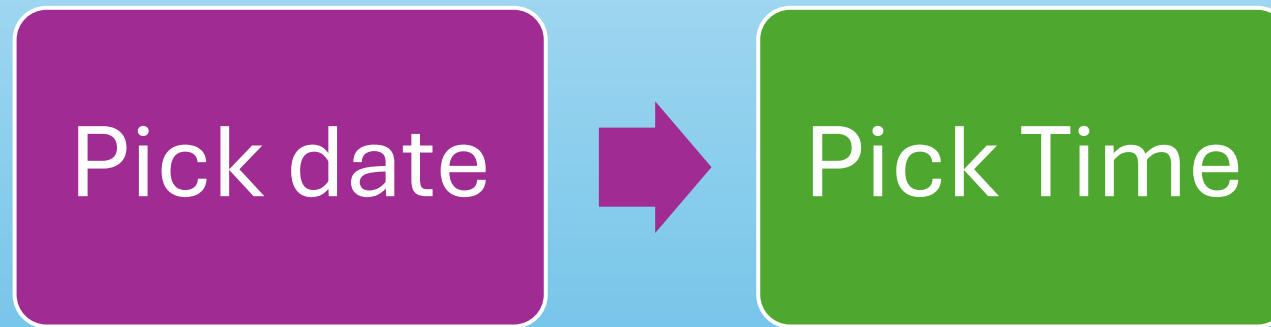
The screenshot displays the Tambr app interface. At the top, there is a navigation bar with a 'MY ACCOUNT' button on the left and menu items for 'Home', 'Recording Artists', 'Booking', 'Recording', 'Rooms and Dates', and 'Shop' on the right. Below the navigation bar is a calendar view for the month of April, with the 15th (Wednesday) selected. The main content area shows a grid of room booking cards. Each card includes the room name, price per hour, number of microphones, and square footage. Below this information is a detailed description of the room's equipment and a 'show more' link. At the bottom of each card is a time slot selector with checkboxes for 'Available' and 'Reserved'. The 'Room E' card is circled in red, highlighting its description: '**Room is upstairs. Heat rises, and while there is AC, we advise taking another room. We DO NOT have a spare fan! All rooms are equipped with pro audio equipment and full backline. iPod/mp3 player capabilities are in every room. Keyboards are available if needed and we have enough microphones for ... show more'. The bottom right corner of the app shows the 'tambr.app' logo.

Platform #3: Skedda



What does Skedda look like?

- Visually appealing, clean design
- Simplest click path for clients and staff
- Details are automatically calculated at the top of the schedule once selections are made.



Availability is immediately accessible. One view shows everything that is open and what is booked. This allows clients to find something else without going through each alternative with staff.

Skedda Demo Notes

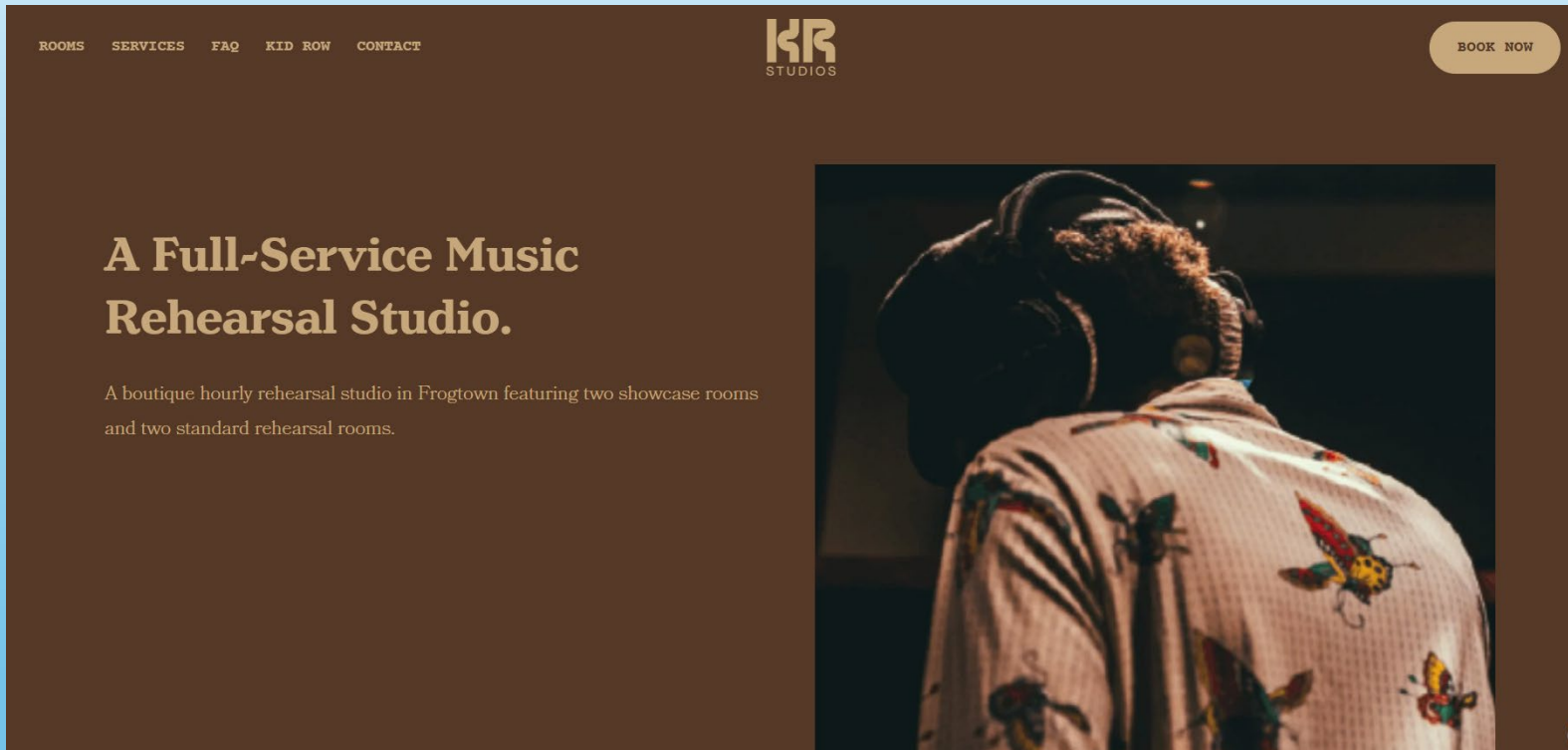
Basic Plan: \$99 per month

- Up to 15 bookable spaces
- Only 1 booking condition allowed.
 - This is like: 2-hour minimum required
- Booking data retention only 1 year
 - We can probably export this data if we need to
- Only one booking window rule allowed
 - We would need two: One not allowing people to book more than 3 months in advance, and one not allowing people to book online sooner than one hour before the start time. We would need to take those last-minute bookings on the phone in case of walk-ins, so that we're prepared, etc.

Plus Plan: \$149 per month

- Up to 20 bookable spaces
- 5 booking conditions allowed.
 - This is like: 2-hour minimum required
- Booking data retention 5 years
 - We can probably export this data if we need to.
- Up to 100 booking window rules allowed
 - We would need two.
- We can remove Skedda branding and use our own logos

Skedda Case Study: KR Studios in Atwater Village



KR Studios is a division of Kid Row. Kid Row is a music school similar to School of Rock.

KR Studios is their adjacent hourly rehearsal studio.

<https://www.kr-studios.com/>

Skedda Case Study: KR Studios in Atwater Village

	Room 1	Room 2	Room 3	Room 4
10:00 AM	Takes up the entire page – there is no real space for information or instructions.			
11:00 AM				
12:00 PM	12:00 PM–2:00 PM	12:00 PM–2:30 PM	12:00 PM–3:00 PM	12:00 PM–3:00 PM
1:00 PM				
2:00 PM	2:15 PM–8:00 PM			
3:00 PM				3:00 PM–5:00 PM
4:00 PM		3:30 PM–7:15 PM	3:15 PM–4:15 PM	
5:00 PM				
6:00 PM			5:45 PM–7:30 PM	6:00 PM–9:00 PM
7:00 PM				
8:00 PM				

Looks similar to the current daily schedule



Skedda Case Study: KR Studios in Atwater Village

Shows booking details plainly and calculates total before booking.

Wed, Apr 15 | 8:00PM-10:00PM | Room 1 | \$60.00 [Book](#) [Cancel](#)



Room 1	
1:00 PM	
2:00 PM	2:15 PM-8:00 PM
3:00 PM	
4:00 PM	
5:00 PM	
6:00 PM	
7:00 PM	
8:00 PM	8:00 PM
9:00 PM	
10:00 PM	
11:00 PM	



Pros

- Made for studios
- Most aesthetically pleasing
- Cool features (groups)
- Well-established. Already working with high-stakes clients
- Great service

Cons

- Will take traffic away from MCS website unless we go Pro
- More expensive than competitors to get full functionality



tambr

Pros

- User-friendly for staff and clients
- Built for studios
- Attractive
- Widget functionality
- Easily customizable, not overcomplicated
- More affordable than competitors
- Customer service accessible
- No contract, walk any time

Cons

- Have to pay more to allow for add-ons (\$29/month)
- No recurring bookings – individually entering each booking will cost a lot of time
- Unsure of growth potential – a relatively new company



Pros

- User-friendly; features that just make sense
- Customizable settings for different clients
- Attractive

Cons

- No phone customer service (all messaging)
- Will take traffic from MCS website
- Full page, no way to pair it with instructions
- Not built for studios
- More expensive than competitors – premium subscription required for our needs



Pros

- Heartland – lower credit card trx fees
- Extensive customer service
- Well-established
- Will come set us up and train us

Cons

- Built for salons
- Would require a lot of workarounds for the functionality required
- Many features will never be used

Pricing

- \$20/room/month
- Stripe fee for card payments: 2.5% + \$0.30 per trx
- \$70/room/month for Pro

- \$25/room/month
- Or “pay as you go” 1.9% per trx on top of Stripe fee
- \$29/month for add-ons (rentals)
- \$29/month for cash payments

- \$99/month: Includes 15 bookable spaces and basic features.
- \$169/month: Premium Plan
- 15% discount for 2-year contract.
- 30-day free trial with premium features

- \$139 due upon signing
- \$99 per month
- \$15 additional monthly for automated texts
- Heartland is ~ 2.6% + \$0.10 per trx



tambr

