

Client Experience

Kaya Skin Clinic

Kaya facelifts clinics with centralized service

The Business

Profile: Prominent brand of wellness clinic chain in India, Bangladesh and Middle East

Product range: Skin specialties and alternative treatments with focus on beauty

Operations: 100 plus clinics

Situation

Business issues

- **Maintaining Standards:** Growing number of clinics
- **Choosy clients:** Manage busy clients and fulfill expectation of personalized services
- **Merchandize:** Manage in-house product inventory

IT roots

- Decentralized IT
- Administrative system not connected with appointments
- Replenishing inventory by offline coordination

The IT as a Service way

IT Hub

Businesses these days prefer to manage critical processes centrally. For businesses running many outlets, maintaining quality becomes the main concern. To achieve this, Kaya had to first deploy a common system which would centralize clients servicing processes directly. This would include training to the clinic staff and use of common apparatus for treatment.

A centralized requisition system deployed enabled clinics to log in their requirement. The system provided the head office a dashboard giving details of status of daily deployment activities.

Knowing clients from miles away

With inventory in order, the focus shifted to client relationships, wherein Kaya started sharing new schemes and programs with its clients. Irrespective of the clinic location, Kaya is able to track the preferences of each client and share information on new schemes and programs with them.

Using CRM Kaya could track how regular clients are responding to its new schemes and campaigns. Client preferences and appointments captured on the dashboard would permit the head office gauge, from miles away, customers' response to services offered by clinics. This, in turn, would help it centrally plan inventory and availability of therapists in a better way, without clinics having to do so in isolation.

No more queues

With a growing customer base, congestion in some of the clinics became a deterrent for busy clients who would like to make appointments in advance and easily reschedule them without putting up with a long queue, which could now be managed centrally through the appointment scheduling module. This however, required stringent quality controls to avoid deviations. Appointments and preferences were tracked centrally, while each clinic served those locally.

Furthermore, the solution was extended to mobile services wherein clients could share their feedback on service consumed and products bought from Kaya.

Client Experience

To summarize

- Centralization for common quality
- Local processes tracked centrally
- Client treated in personalized way using CRM
- Clients could provide quick feedback on the products and services through their mobile

Relevant part of the software

Wellness Management System

- Appointment booking
- Appoint scheduling
- Inventory management
- Point of Sale (PoS)

CRM

Workforce Management

Bottom line: Brand demands common standards and centralized system

"The iON Wellness Solution has helped us leverage technology to gain insights into hitherto hidden aspects of our business. We have already achieved efficiencies in several business processes and have been able to implement critical business infrastructures. With more technology enablement on the way, we are excited about leveraging the Wellness Solution in the future."

Ajay Pahwa
Chief Executive Officer,
Kaya Skin Clinic



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