

PROJECT TYPE

Web platform

TECHNOLOGIES

Kotlin, Google Android 6.0+, Android Extension Library, RxJava, Google Dagger, Swift 5.0, CocoaPods, Alamofire, MVVM, Google Firebase, Google Maps, Apple MapKit, CalendarKit

DURATION

2+ year, in progress

METHODOLOGY

Scrum

TEAM

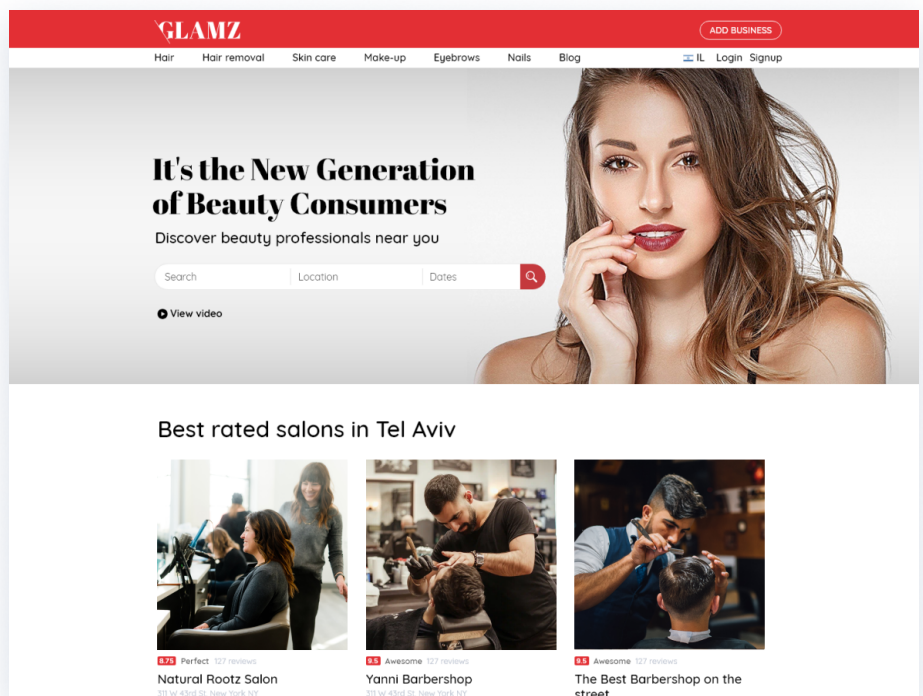
2 Project Managers
2 Business Analyst
1 Designer
2 Tech Leads
3 Android Developers
3 iOS Developers
3 Backend Developers
2 Frontend Developers
3 QA Specialists

Client: Glamz LTD
Industries: Beauty and Fitness
Region: Israel
Website: glamz.com

Glamz — Platform for Beauty Professionals

Glamz is a unique platform that brings together beauty & wellness professionals and clients in Israel. Professionals can showcase their work, connect with new and existing clients, and build their business.

The platform helps clients in a new and simple way discover beauty services and providers, book appointments online, and get inspired.



Business challenge

The key challenge was to create a platform that will unite beauty professionals who are carefully selected based on real reviews and provide a wide range of beauty professionals for the platform users. Clients should have a chance to book appointments online fast and safely. Admin and Call Center should process any clients' requests and receive detailed reports about beauty professionals and clients' activity to constantly improve the platform based only on real user behavior.

The platform should have an ecommerce module with beauty professional products and up-to-date design where customer loyalty tools will be implemented.

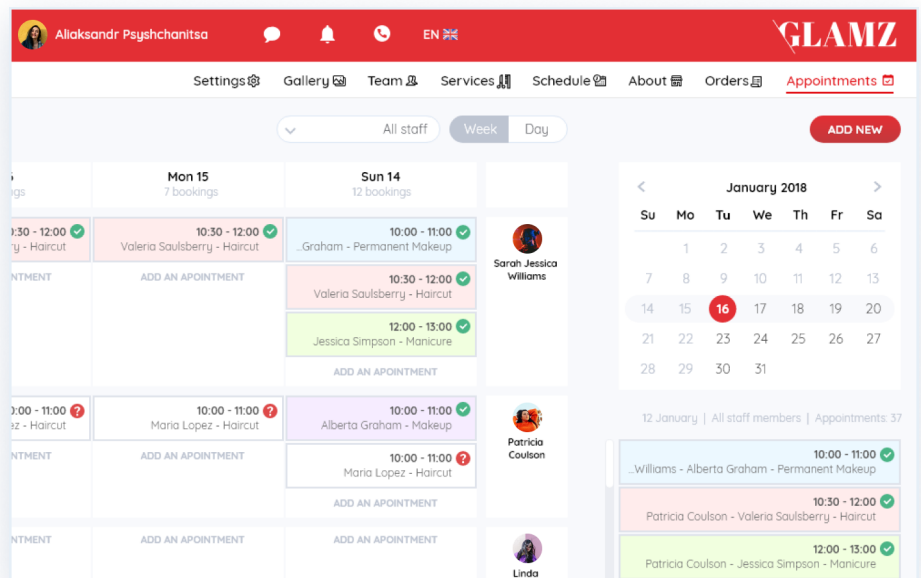
Our solution

At SumatoSoft, we have developed a solution for beauty professionals that offers comprehensive service to their businesses. GLAMZ ensures a steady flow of customers and significantly strengthens the image position in the market. Management system for each beauty & wellness professional allows them to manage a set of services, a detailed schedule, the full base of all registered clients with extensive statistics data.

GLAMZ clients can make an appointment and write a review to support full transparency with professionals providing reliable information about their services.

Benefits for beauty professionals

1. **Electronic booking system** with a calendar that allows beauty professionals to manage schedules, create, edit, and cancel appointments.



2. An advanced **notification module** with SMS and Push-notifications that always keeps track of new appointments from clients. Additionally, all clients receive reminders in advance about the appointment reducing the efforts of team members' response to calling and the number of no-shows.
3. **Detailed statistics and analytics** allow to track the popularity among clients across a wide range of indicators and improve them.
4. **Client base** with convenient management with automatic client base update. Complete appointments history will be stored for each client with a quick search in a few clicks.
5. Beauty salons may optionally apply **no-show and cancellation fees**.
6. Saving time on **data aggregation and synchronization** between the Glamz platform and Google Calendar for each team member.
7. For convenient use of the platform, all beauty professionals can download the **native mobile applications on iOS or Android**, which include all comprehensive features especially different types of calendars.

Benefits for clients

1. **Advanced search module** for the best beauty professionals who are strictly selected by real checked reviews.
2. **Booking appointments** at the click of a button.
3. **Notification feature** that helps not to lose the important information.
4. All clients, even those not registered can download **native mobile applications** on iOS or Android and find a relevant beauty professional using easy filters.

As part of an extensive platform, SumatoSoft has developed an e-commerce platform that sells a line of professional hair, face, and body care products. Clear and detailed Admin Panel for managing orders and products allows the use of promo codes and discounts in order to raise customer's loyalty.

Business benefits

Glamz platform is growing and developing rapidly and less than a year of work has reached more than 1200 verified companies that actively use the platform and 13K+ registered clients.

About 30 new clients are registered on the platform daily and 150-200 appointments are created.

More than 20K downloads of iOS and Android applications and the rapid growth of new users.

The platform is constantly evolving and the latest development is the online store of branded products for face, hair, and body care. The platform is expanding and capturing an important market share in Israel.

