



Case Study

APP DEVELOPMENT



WISDOMTOOTH
Consulting

The Challenge

Before implementing WisdomTooths Mobile App and Digital Marketing Services, client used a cumbersome, phone booking by 4 dedicated managers to manage beauticians reaching at client's place with company cab across Kuwait. The managers had tough time to allocate beauticians, drivers and manage appointments, capture payment as well manage optimized routes and track staff's performance.

This process was not conducive to customer and faced inconsistent order executions.

The Solution

WisdomTooths mapped the business to finest details and designed & developed several Android and iOS app for various users like Customer, Beautician and Cab drivers. Whole business could be monitored real time with assignment and tracking done digitally, involving minimal calling.

So, to implement an App & Digital marketing, we also value-added in scope Payment gateway, Digital tracking, Accounting, HR, E-Gift cards in workflow. We then trained their entire staff on order planning and executions using WisdomTooths Integrated Tools and techniques.

On top of more efficient order management, WisdomTooths lives up to their motto **"TOGETHER WE REACH THE GOAL"** by offering a better customer experience through digital ordering and timely delivery of orders.

About Fouzia Salon

Fouzia Salon is existing in Kuwait with certified Heena Trained Specialists to create new intricate designs monthly and change the regular following the latest trend. The staff are trained to follow some of the highest health, safety and professional standards to keep to our mantra of giving you the utmost best always. Fouzia has repeat purchases and enjoy customer loyalty.

Heena is a ritual and Fouzia has performed quite well Over the years it developed a Strong beautician, Salon and cab network to muscle to business.

In spite of recent pandemic challenges slowing the business, they were ready with mandatory appointment management due to a willingness to adopt new technologies and commit to industry- leading customer service.

WisdomTooths understood the business challenge and led Large scale digital mapping and able to reach newer markets and larger customer base efficiently.



The Results

With App development through effective business mapping, WisdomTooths has been able to:

- Dash Board access to Business owners and Management staff and real time business reporting
- Increase customer retention and acquisition by introduction of subscription and E-Gift cards, E-Referrals
- Reduce order management errors —Including an over 70% reduction middle management staff
- Ease to manage bills, staff movement and assignment.
- Digital records to be able to retargeting customers and enhance business sales by 20%
- Cut offline marketing by 15%
- Experience a 70% decrease in inbound phone call

“WisdomTooths Digital Apps has allowed whole business to be mapped digitally even for inhouse salon beauticians. It helped to take the pressure off manual order management and created better efficiency and real time transparency”

Umair
Director of Operations



Featured Technology



Business
Mapping



iOS and
Android
Apps



WisdomTooths
AMC & Active
Digital Marketing
plan



About WisdomTooths

At WisdomTooth, we don't simply solve the "problem" for you. We guide and support through our experts at every step of the way and empower your team to implement and acquiring the skills necessary to run and operate the new systems on your own.

Find out more at wisdomtooths.com