MOURI TECH®



Revolutionizing Wellness and Beauty Services for a **Premium Fitness Brand**

Client **Overview**

A premium fitness and lifestyle company operates a network of upscale gyms. Known for exceptional service and high-end facilities, the company continually seeks to enhance member experiences and operational efficiency. To support its rapid expansion and maintain a competitive edge, the company is dedicated to adopting innovative solutions that streamline operations, improve customer satisfaction, and drive growth.

Problem Statement

The client faced significant challenges in their spa and salon management due to a lengthy and tiresome scheduling process. This inefficiency was causing confusion and fatigue among staff, resulting in frequent booking errors and reduced productivity. The cumbersome scheduling system hindered their ability to deliver a seamless and enjoyable experience for both employees and customers, leading to longer wait times and diminished customer satisfaction, ultimately affecting the overall business performance.



Solution

MOURI Tech developed a comprehensive solution to streamline the client's spa and salon management process. We began by engaging directly with staff to understand their challenges and gather insights, ensuring our approach was rooted in real-world issues. Based on a thorough market study and idea evaluation, we defined a robust product strategy and identified AI capabilities through competitor audits and solution comparisons. Collaborating closely with stakeholders and marketing experts, we outlined a clear Minimum Viable Product (MVP) and product roadmap.

To support multiple domains and hierarchical structures, we proposed a multi-tenant SaaS product. We enhanced the solution with a detailed dashboard for better monitoring of appointments and revenue. Leveraging MOURI Tech IPs such as Design Akksello and Multi-Tenancy Akksello, we accelerated development and brought the MVP to market in record time.

An intuitive smart scheduler was implemented to manage appointments effortlessly, considering customer preferences and staff availability. We centralized and secured customer information, enabling customizable services to enhance the customer experience. To meet diverse customer needs, we introduced nested service bundling, offering flexibility and scalability.

Our solution included out-of-the-box integrations with third-party systems like CRM, ERP, email marketing, and payment gateways, ensuring seamless functionality. Real-time reporting and analytics provided valuable insights into business performance, staff productivity, and customer behavior through advanced data science techniques. Additionally, we incorporated AI-driven personalized service recommendations, tailoring suggestions to individual customer needs and preferences.

Business Outcomes

The implementation of MOURI Tech's solution, **DayTune**, has led to substantial positive outcomes for the client, which has successfully adopted the platform across its gyms in North America, with a rollout in the UAE currently in progress.

The adoption of DayTune has dramatically improved the customer experience, doubling satisfaction levels through seamless scheduling, personalized services, and enhanced engagement features. Operational efficiency has tripled, thanks to streamlined processes, centralized data management, and automated scheduling, which have reduced administrative burdens and errors.

Additionally, the solution has enabled significant cost reductions by optimizing resource allocation and minimizing wastage. Revenue has seen a substantial uplift, driven by improved customer retention, higher service utilization, and AI-driven personalized recommendations. The deployment of DayTune has positioned our client for sustained growth and competitive advantage in the fitness industry.

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