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PROJECT TYPE
Web platform

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

DURATION
2+ years, in progress

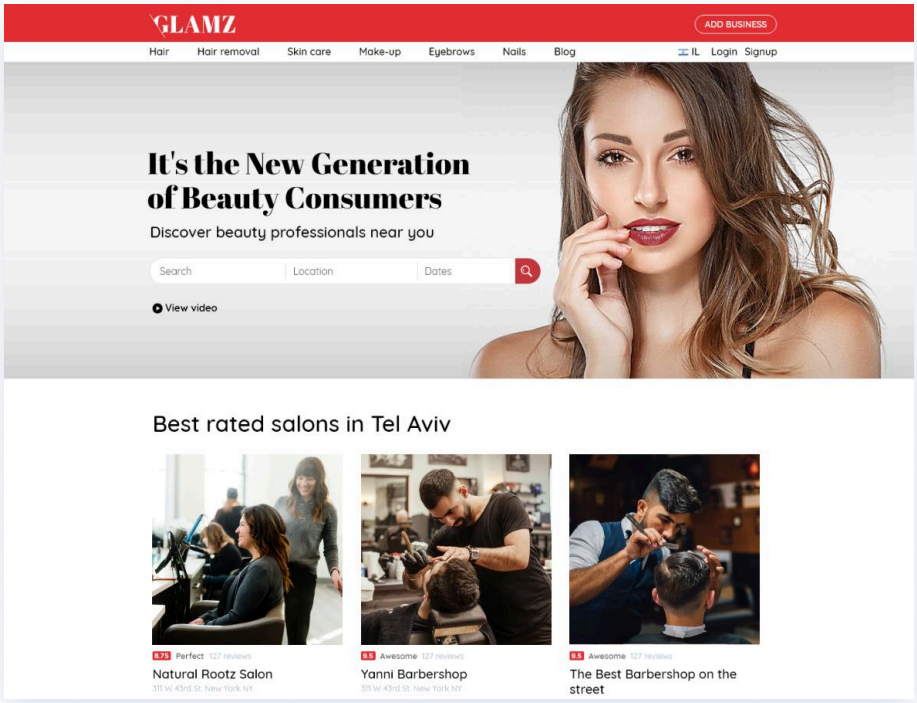
TEAM
2 Project Managers
2 Business Analysts
1 Designer
2 Tech Leads
3 Android Developers
3 iOS Developers
3 Backend Developers
2 Frontend Developers
3 QA Specialists

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info@sumatosoft.com

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

GLAMZ – platform for beauty professionals

A marketplace platform that brought 1,200+ verified beauty professionals and 13K+ registered Clients onto one booking ecosystem in Israel. Built for scheduling, Client management, verified reviews, and e-commerce – with native apps for iOS and Android.



Project background

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 would 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.

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The platform should include an e-commerce module for beauty professional products, with an up-to-date design that integrates customer loyalty tools.

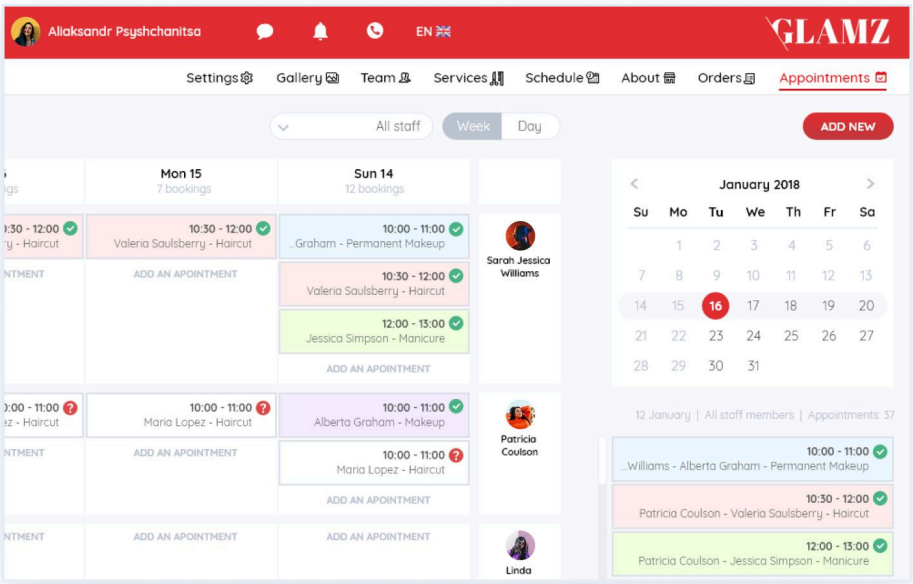
Our solution

At SumatoSoft, we have developed a solution for beauty professionals that provides comprehensive support for their businesses. GLAMZ ensures a steady flow of customers and significantly strengthens its market position. The management system for each beauty & wellness professional allows them to manage a set of services, a detailed schedule, and the full base of all registered Clients with extensive statistical 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. An 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 of the appointment, reducing team members' effort in responding to calls and the number of no-shows.
3. Detailed statistics and analytics allow tracking Client popularity across a wide range of indicators and improving it.
4. Client base with convenient management and automatic Client base update. Complete appointment 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 for iOS or Android, which include comprehensive features, including different types of calendars.

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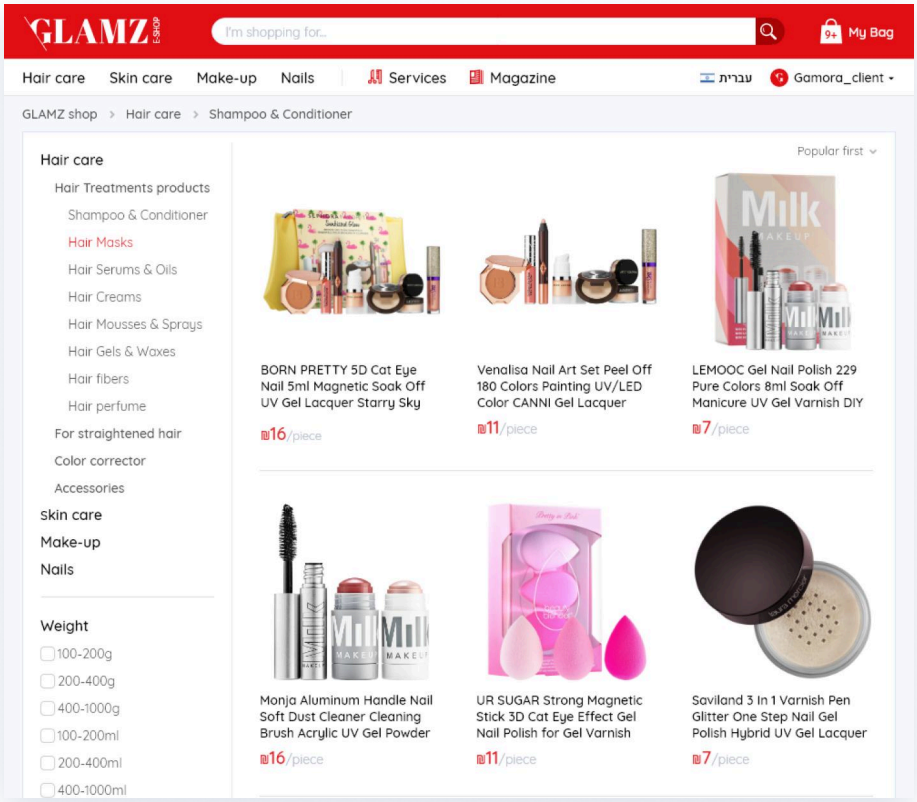
Benefits for clients

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. A notification feature that helps avoid losing 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. A clear and detailed Admin Panel for managing orders and products allows the use of promo codes and discounts in order to raise customers' loyalty.

Business benefits

Within less than a year of launch, GLAMZ brought together 1,200+ verified beauty professionals and 13K+ registered Clients, with 150–200 appointments booked daily across the platform. The automated notification system reduced professional no-shows by up to 35%, keeping calendars full and improving appointment utilization platform-wide.



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info@sumatosoft.com

One Boston Place, Suite 2602 Boston, MA 02108, United States