

HYS Enterprise Creates Application with Seamless User Experience for EASE

Read this success case to find out how EASE got a fully automated system to manage bookings, monitor cash flow, gather customer and employee data, analyze performance, and send reminders to clients.

Business Solutions

- [All-in-One Software Solutions](#)
- [Automation of Employees Performance](#)
- [Booking Systems](#)
- [Cash Flow Monitoring](#)
- [Customer Success Service](#)

Technologies Used

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- [C#](#)
- [JavaScript](#)
- [Single-page application](#)



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About our partner

EASE provides a cloud-based, all-in-one software solution for the beauty industry that helps salon owners decrease costs and increase sales turnover.

The platform includes a wide range of management tools that provide a seamless user experience for clients.

- Founded: 2016
- Headquarters: Delft, the Netherlands
- Reach: Software used in 150+ salons
- Cooperation with HYS Enterprise: 2.5+ years

About our partner's challenges and needs

EASE had an existing application that lacked functionality. They wanted a new application to automate everything that could be automated and remove the burden of routine administrative work from beauty industry professionals so they could focus on what really matters: the customer.

Methodology and technologies

Methodology: Scrum

Technologies: Single-page application, .Net, C#, JavaScript, AngularJS

What we did

We developed a new application that provides:

- A booking system. The application plans the schedule for a whole salon, taking into account the length of procedures, availability of stylists, skills of stylists, and work hours. It helps prevent both overbooking and underbooking of employees and automatically finds the best stylist for each client based on skills and availability.
- Integration with a speech recognition bot. When a client calls a salon, they can tell a bot what procedure they want. The bot recognizes human speech, records the request, and automatically sends it to the application.
- A cash tracking system. Cash flow is automatically updated so salon managers can monitor the turnover of each employee.
- Customer profiles. The system can gather all kinds of information about clients: personal data, history of procedures, credit notes, discounts, and comments. Moreover, when a client calls the salon, the system automatically shows their profile based on number recognition so the managers can know who they'll be speaking to and be prepared for the call.

- A management system. This system allows managers and owners to determine the duration and price of treatments, define the skills of stylists, view all reports, compare sales and customer retention data, and analyze employee performance.
- Marketing. The system sends automatic appointment reminders, announcements via email and SMS, and messages to individual customers or groups of customers. It also shares special offers and discounts.

Results and profit for our partner

EASE got an application with a seamless user experience for both salon managers and customers. The new application has all the functionality necessary to automate booking, monitor cash flow, gather customer and employee data, analyze performance, and send reminders to clients.

Book a Meeting With Us

Our managers are here to chat with you live. Or you can book a meeting online or in our Amsterdam office. Let's talk about your projects!

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