

GROUP 4

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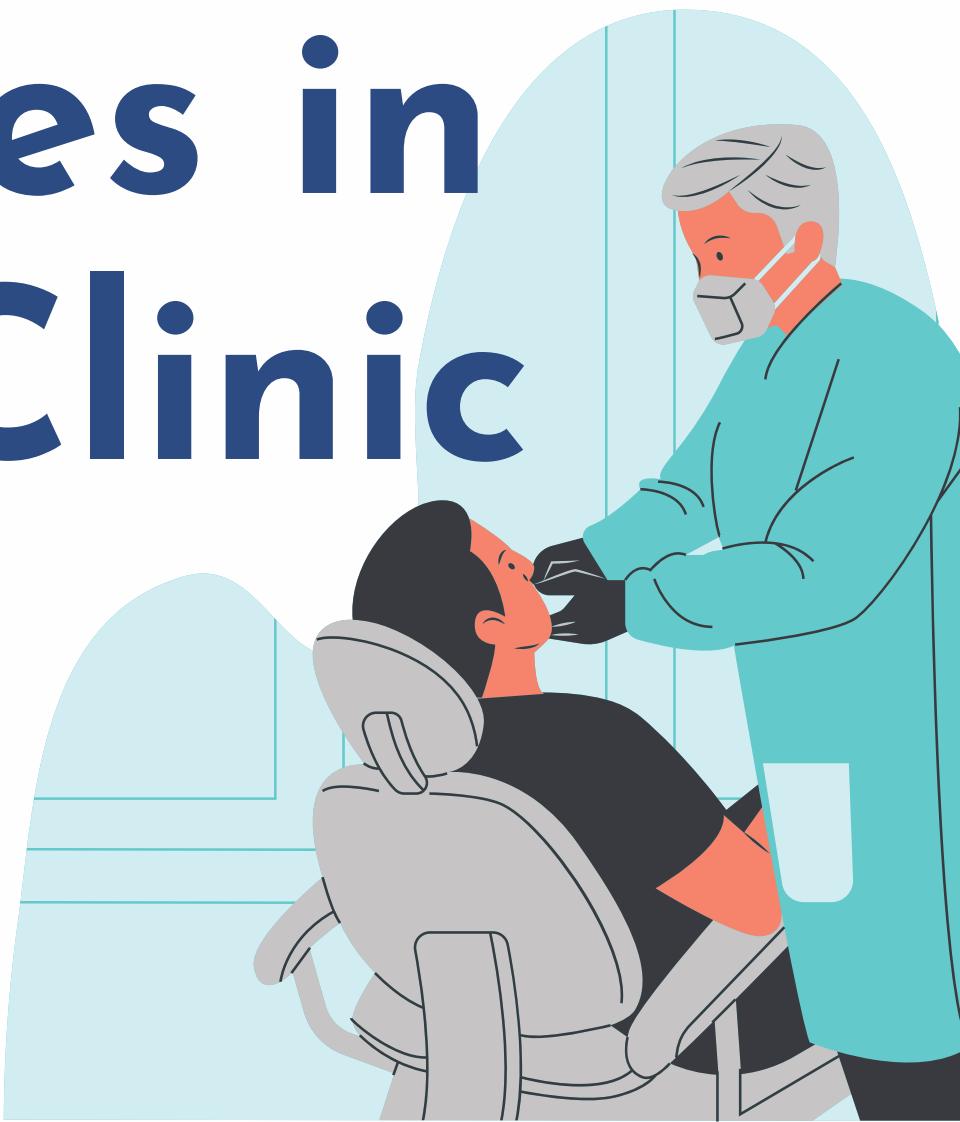
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1ST MEETING

**Enhance customer
experience when
using services in
HL Dental Clinic**



A B O U T Y O U

HL Dental Clinic

- HL is a dental clinic which is operating in Vietnamese market
- HL Dental Clinic wants to expand the market
- The company wants to build a mobile app for customers to improve the user experience and customer service.



A B O U T U S

Group 4 Software



- A national leading technology and IT services & solutions provider
- Over 10,000 software outsourcing projects in the last 19 years
- Offices in Ha Noi, HCM, and Da Nang

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BACCM
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BACCM ANALYSIS

PROBLEMS

Contact:

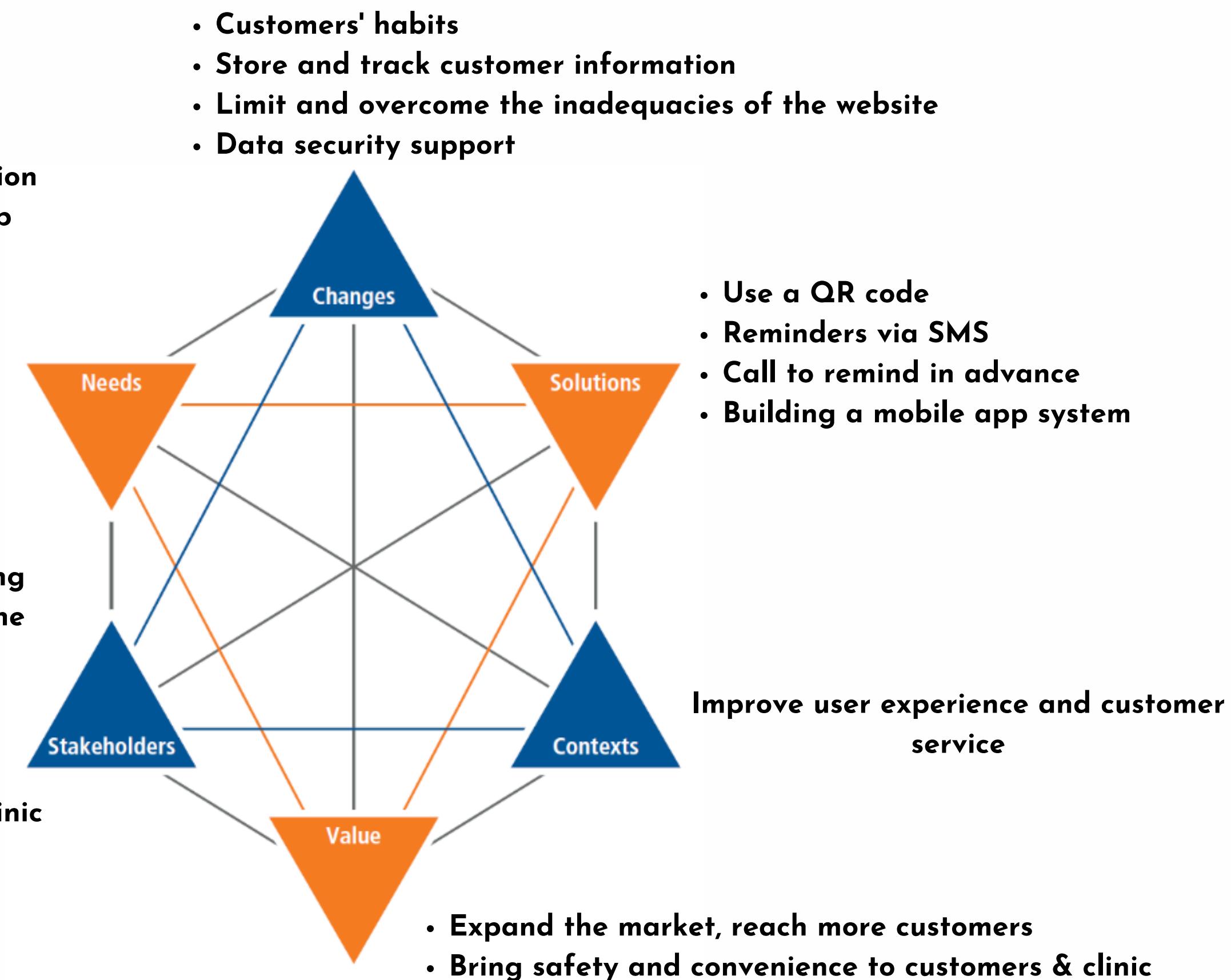
- Get contact and information
- Can't keep up with ads/sale-off/information
- Difficult to follow treatment and check-up schedule

Service:

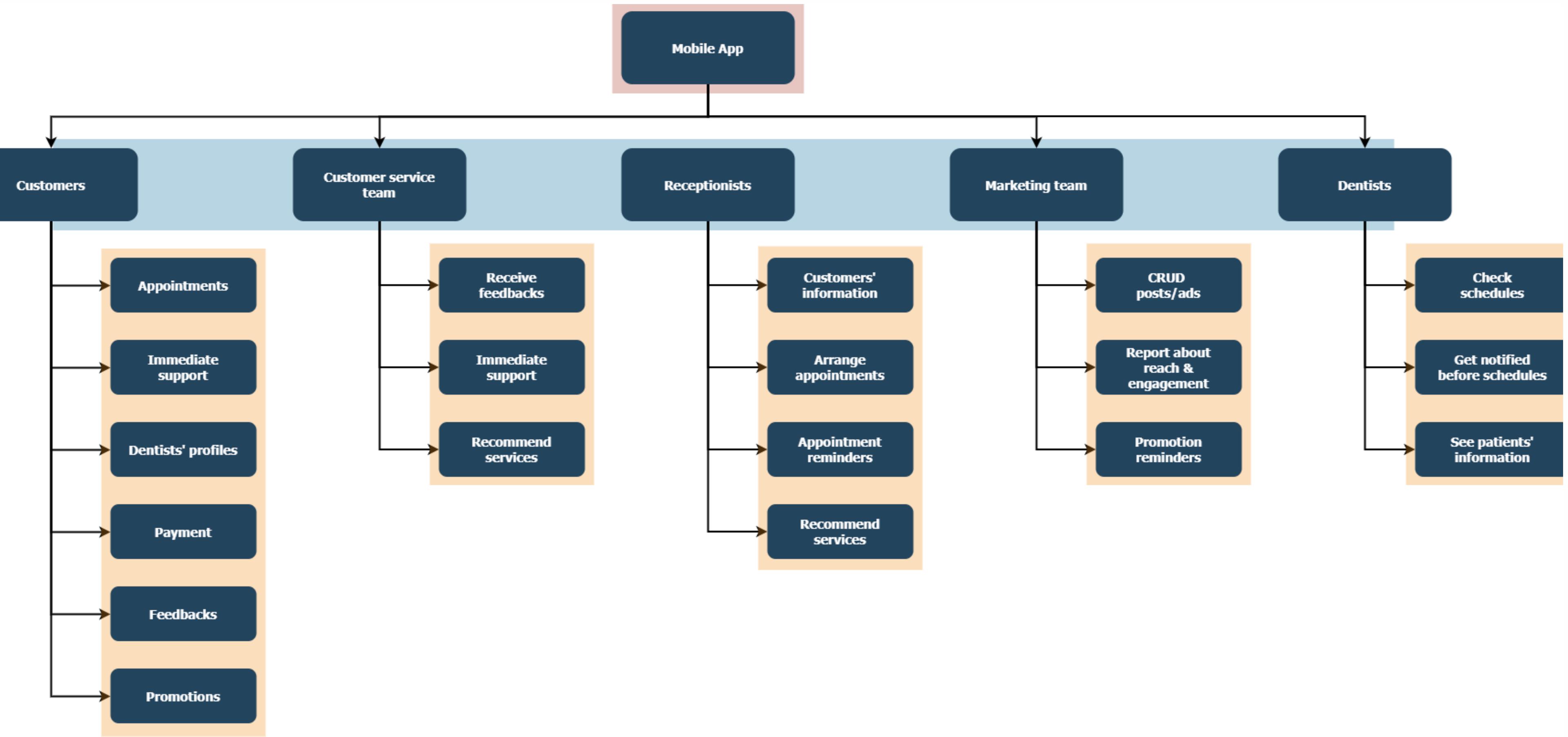
- Collect feedback and reports
- Provide immediate support
- HL's internal management system is not optimal

OPPORTUNITIES

- Convenient for exchanging and connecting
- Optimizing the process from a smartphone
- Brand recognition
- Decrease website system overloaded
- Increase the loyal customer



DEMAND ANALYSIS & CLASSIFICATION

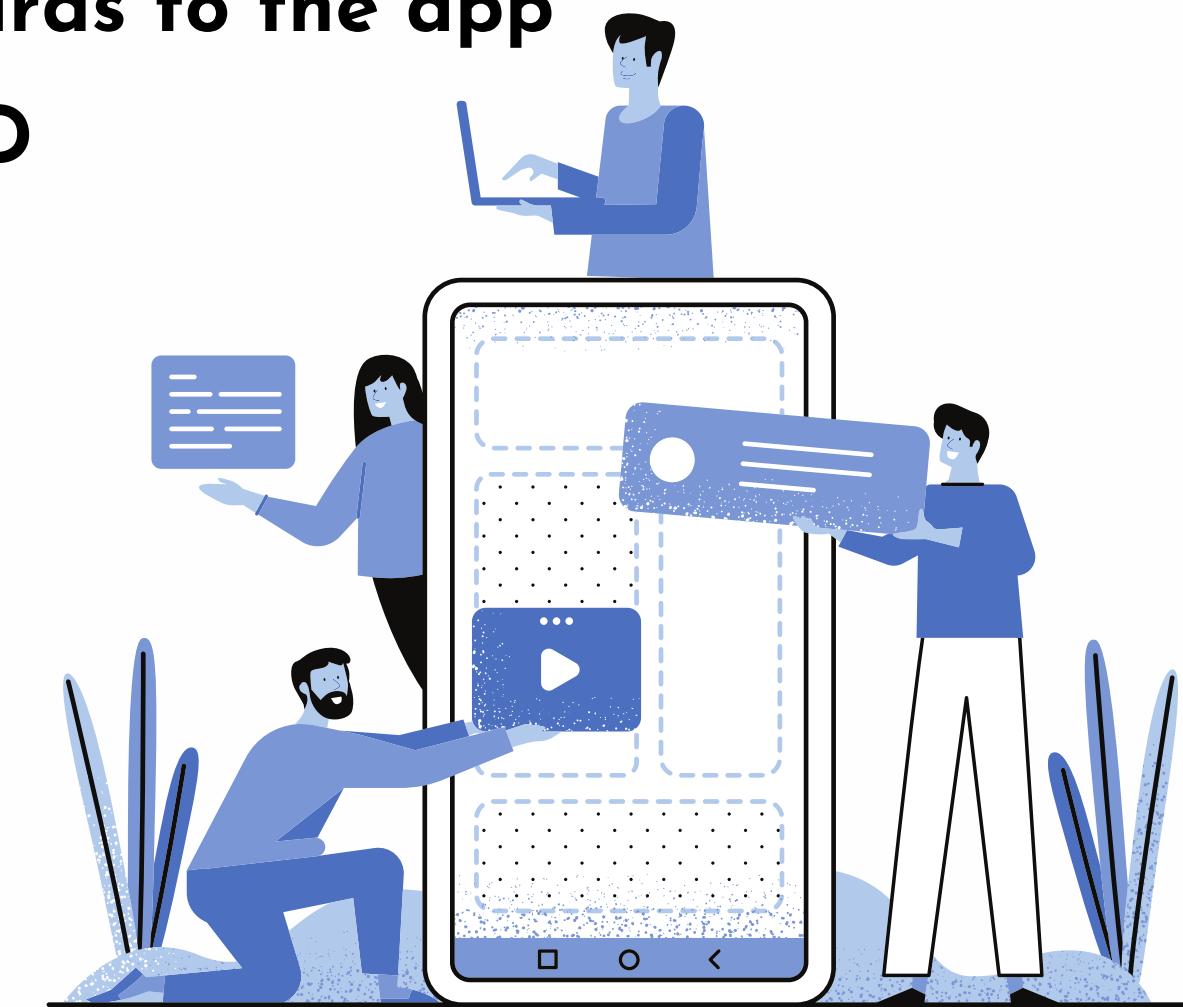


Functions

Customers	Dental
Create, log in/out account	Create, log in/out of employee account
Set or cancel a schedule	Store and organize schedules
Chat with customer service team	Receive and reply feedbacks, helps from customers
Create, read, update, delete feedbacks	Create, read, update, delete posts, ads
Read news, notifications or promotions	Create reports for tracking performance
Pay bills online	Store customers' information

Features/ Utilities

- **Menus: patients' personal information, medical history, dental charts, dental notes, photos, payment history, dental news, reports/rating**
- **Connect bank accounts, e-wallets, and credit cards to the app**
- **Connect email, phone number, and employee ID**
- **Appointment reminders**
- **Chatbot 24/7**
- **Pop-up ads & promotions**



Values/Benefits

- Improve customer experience and customer service
- Expand the market and brand awareness
- Increase the revenue



Question List

No	Questions		Answer	Status	Notes
	Components	Questions			
1	General	Is this app available on both IOS and Android?			
2		Do you have any preferred program languages?			
3		What is the customer demographic that the mobile app targets?			
4		How many languages does this app support?			
5	Srceen	Does this app support all resolution?			
6		Does this app support landscape mode?			
7	Product Content	How can the clients receive immediate support from the dentist?			
8		How dentists can keep track of clients progress?			
9		Do we need to notify the clients to follow their treatments? for example: drink medicines, wear braces			
10		How dentists can keep track of clients progress?			
11	Product Operation & Resources	Does this app have the admin portal come with it?			
12		Can the data from your internal system be connected to the app? How much data are we expecting?			
13	Authentic	When sign-up validate from mobile phone number/email?			
14		Is this phone number/email need to verify when user logging in?			
15		In case of requesting to re-issue password when user forgets, need to confirm via phone number/email			
16	Other	Does this app have the admin portal come with it?			

Thank you and Any questions?

Please send questions to us!

