

## EXTENDED CRM SYSTEM WITH STOCK MANAGEMENT

Bebe Hair is the leading network of beauty salons in Bratislava, which provides many different services to customers. In addition to hair care, they also offer manicures, pedicures and cosmetics. The network currently covers three salons in different parts of Bratislava – Bebe Hair Zuckerman, Bebe Hair Twin City and Bebe Hair Apollo BC II.



At QBSW, we created a solution for Bebe Hair that serves as an extended CRM system with warehouse management. Part of the solution is a mobile application

for salon customers with a loyalty programme where customers can book a date, check their point status, or use current offers and vouchers.

### WHAT WAS THE CUSTOMER NEED?

Bebe Hair had no loyalty programme for its customers, and customers had to book dates in individual salons by phone. The warehouse management was handled by the company through separate economic software. The Bebe Hair salon network approached us as one of the

leaders in the development of mobile applications on the Slovak market. They approached us with the requirement to create an information system that would cover everything from booking dates for customers through a loyalty programme to warehouse management.

### WHAT CHALLENGES DID WE FACE WHEN WORKING ON THE PROJECT?

The biggest challenge was designing a comprehensive system for a salon network that would work on a branch basis and would not be centralised. For our solution, we used microservices technology. It is a software development technology where individual

services act as standalone programs that communicate with one another using an API. The services have different functionalities and can be written in different programming languages, but together they form one functional unit.

### WHAT WAS THE RESULT OF THE COOPERATION?

The whole solution was designed by us at QBSW, and since we had creative freedom in the design, we decided to use microservices technology to enable us to meet all client requirements. For Bebe Hair, we created a versatile information system that can be used by our clients to manage their business as well as customer relationships.

The Bebe Hair mobile application for salon customers is a part of it. The customers can book a date with their hairdresser, manicurist or cosmetician according to their own choosing without having to book a date over the

phone. In addition, they are able to participate in the loyalty programme and collect points or use shares and discount vouchers designed for loyal customers.

Our solution also serves as an economic system. Using the system, the client can keep the books for all orders, supplies and stocktaking for individual branches and he/she does not have to use any separate economic software. Because the entire system is interconnected, it records customer interactions, which make it easy for our client to perform billing for orders at any time.



**BUSINESS INQUIRIES:**  
Peter Augustinič, CSMO  
e-mail: [augustinic@qbsw.com](mailto:augustinic@qbsw.com)  
phone: +421 907 828 282