

# LITTLE BELLIES

Little Bellies Spa's Digital Transformation with AWS.



**Little Bellies Spa**, is a Pancita's Group service specializing in obstetrical and gynecological care for women before, during and after pregnancy. Founded in 2015 in Florida with two locations, Little Bellies Spa has expanded nationally, providing support and tools to women during the most important period of their lives. This website focuses on providing support for moms and moms-to-be.

Improve the customer experience when making appointments and make improvements to the checkout process.

## CUSTOMER CHALLENGE

With Little Bellies Spa's rapid growth in number of clients and branches, several critical challenges arose. One of the main challenges was to ensure that each client received their ultrasound images quickly and accurately, eliminating delays and errors that affected the client experience as delivery was not efficient. In addition, Little Bellies Spa faced an urgent need to improve its appointment scheduling process through its call center and self-service, as well as to achieve more effective follow-up and interaction with its customers.



For the company, it was crucial to implement solutions that would automate these processes and ensure the timely delivery of the visual content of customer sessions, while maintaining the high quality of service that characterizes them.



## SOLUTION

To address these challenges, a complete AWS cloud-based end-to-end solution was implemented, focused on automating and optimizing key processes. Specific solutions include:

**Automation of ultrasound image processing and delivery:** Processes were modeled and digitized which allowed each stage of ultrasound image delivery to be managed efficiently, based on data pipelines that eliminate the need for manual intervention. A system was developed to capture and deliver visual content with video processed automatically and efficiently.

**Automation of the appointment scheduling process:** An automated system was developed for both the call center and self-service, facilitating customer access to appointments and improving operational efficiency.

**Interoperability of messaging channels:** Little Bellies Spa's communication channels were integrated with its platform, ensuring fluid and effective communication with clients.

**Integration of medical teams in the results delivery process:** Optimized collaboration between technicians and medical staff, ensuring that ultrasound results are delivered faster and more accurately.

**Automated the image restoration process:** Implemented a solution that ensures that clients can seamlessly retrieve their ultrasound images and reliably access their files.

**Design and development of a new website:** Renewed Little Bellies Spa's digital presence, providing a modern and accessible user experience.

**Development of a web application for the creation of personalized videos:** A web application was designed that allows Little Bellies employees to take and select photos of client sessions, generating and delivering a processed video automatically. This tool streamlines workflow and provides clients with a unique, high-quality visual keepsake.



## BENEFITS

- Improved operational efficiency:** by automating the scheduling and image processing processes, Little Bellies Spa was able to significantly reduce errors and time spent on administrative tasks.
- Faster and more accurate delivery:** The implementation of one of the solutions enabled near-instantaneous delivery of ultrasound images, improving the customer experience by eliminating previous delays and errors.
- Automated creation of visual content:** the web application developed enabled Little Bellies Spa to deliver personalized videos efficiently, enhancing the service offering and adding value to the customer experience.
- Improved customer experience:** The integration of medical teams in the delivery of results and the interoperability of messaging channels facilitated closer and more personalized follow-up, resulting in increased customer satisfaction.
- Cost optimization:** By automating key processes, Little Bellies Spa was able to reduce operational costs related to infrastructure management and staff time, allowing for reinvestment in other critical areas of the business.
- Renewed digital presence:** The new website improved accessibility and user experience, reflecting Little Bellies Spa's expansion and modernization across the country.



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