



**UNITXPRO**  
TECHNOLOGY EMPOWERS PEOPLE



# POWERING GROWTH & EXPANSION FOR CRYO DUBAI

PLANET  
**NEXTGEN**  
TECHNOLOGIES



## About CRYO

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CRYO is a chain of health clinics, with centers globally, and headquarters in Dubai, UAE. They offer innovative and novel cryotherapy treatments, wherein the body is exposed to sub-zero temperatures, up to  $-140^{\circ}\text{C}$ , to stimulate multiple health benefits.

## Business context for UnitXPro

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CRYO is on an aggressive growth path, with more than 100 centers, most of them as franchisees, globally, to be established by the end of the financial year 2017-18. CRYO realized early during their growth planning that it is imperative for them to maintain a consistent customer experience, and strict compliance to their health and safety norms at all their centers, through

- a. building a framework of prescriptive process management and audit,
- b. empowering a diverse employee demographic with constant training and engagement,
- c. establishing a model of excellence by continuously optimizing their processes with direct feedback from their centers
- d. integrating a platform with their ERP and CRM systems to allow a holistic data management of their operations

*It is imperative for CRYO to maintain a consistent customer experience, and strict compliance to health and safety standards.*



# UnitXPro as the solution

## 1. HOLISTIC MANAGEMENT OF FRANCHISEE



Traditionally, franchisees are audited and managed through periodic site visits by the principle, and with financial reports. However, with UnitXPro,

CRYO shall be able to supervise the operational integrity of their franchisee, and hence ensure that the brand continuity is maintained at any CRYO center globally – UAE, Kuwait, Turkey, Argentina, USA, Australia, etc.

## 2. PRESCRIPTIVE TASKS

The diverse employees of the franchisees are empowered with routine tasks that are linked to the master SOP from CRYO headquarters. UnitXPro also provides task-linked training, on-demand, and through preset schedules to keep them abreast with the best practices that are sourced from their own talent pool across the global locations.

## 3. ENHANCED CUSTOMER EXPERIENCE

Standardised service delivery across the global locations through UnitXPro ensures consistent world-class customer experience whether they are interacting with a temporary or a full-time employee in Turkey or Argentina. Furthermore, the integration with the CRM data ensures a prescribed method of approaching a regular client, preventing misinterpretations of the profile by any of the employees.

*CRYO is able to ensure that brand continuity is maintained at any CRYO center globally.*



# UnitXPro as the solution

## 4. MODEL OF EXCELLENCE



CRYO headquarters constantly tracks, monitors and analyzes the data from UnitXPro that is being fed back from their global franchisees to create a standard operating model of excellence. This ensures that their dynamic improvements keep them ahead of their competition, and is continuously enhancing customer experience, and maintaining adherence to the latest regulations in the young and evolving industry sector.

## 5. RAPID OPERATIONALIZATION OF NEW FRANCHISEES

With UnitXPro creating CRYO's digital operating framework, and onboarded training material, CRYO is now able to focus on growing their business. They are able to welcome and induct new franchisees within a shorter time-frame. The new franchisees have the exact and the latest standard operating tools and know-how from Day 1 of launch.

*Data ensures that CRYO's dynamic improvements keep them ahead of their competition, while continuously enhancing customer experience.*



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