


# Klayzo Play Spaces – Digital Booking & Experience Platform

Digital Booking & Experience Platform — A Case Study in EdTech & Children's Play

 EDTECH / CHILDREN PLAY & LEARNING

 SALESFORCE SALES CLOUD

 CUSTOM MOBILE APP



# Who Is Klayzo?



## The Platform

Klayzo is an experiential indoor play platform designed for children aged 2–8, providing structured environments that encourage creativity, exploration, and collaborative learning.

## What They Offer

- Curated Play Zones  
Themed, age-appropriate spaces for discovery
- Supervised Activities  
Guided sessions with trained facilitators
- Workshops  
Developmental programs for meaningful parent-child engagement

Business Challenge

# Growing Pains: Operational Complexity

As Klayzo expanded its popularity and customer base, **manual booking and session management processes** created increasing operational strain. Key challenges included:

## No Centralized System

Events, play sessions, and workshop registrations were managed in silos

## Capacity Blind Spots

Tracking timeslot-based activity capacity was difficult and error-prone

## Inefficient Communication

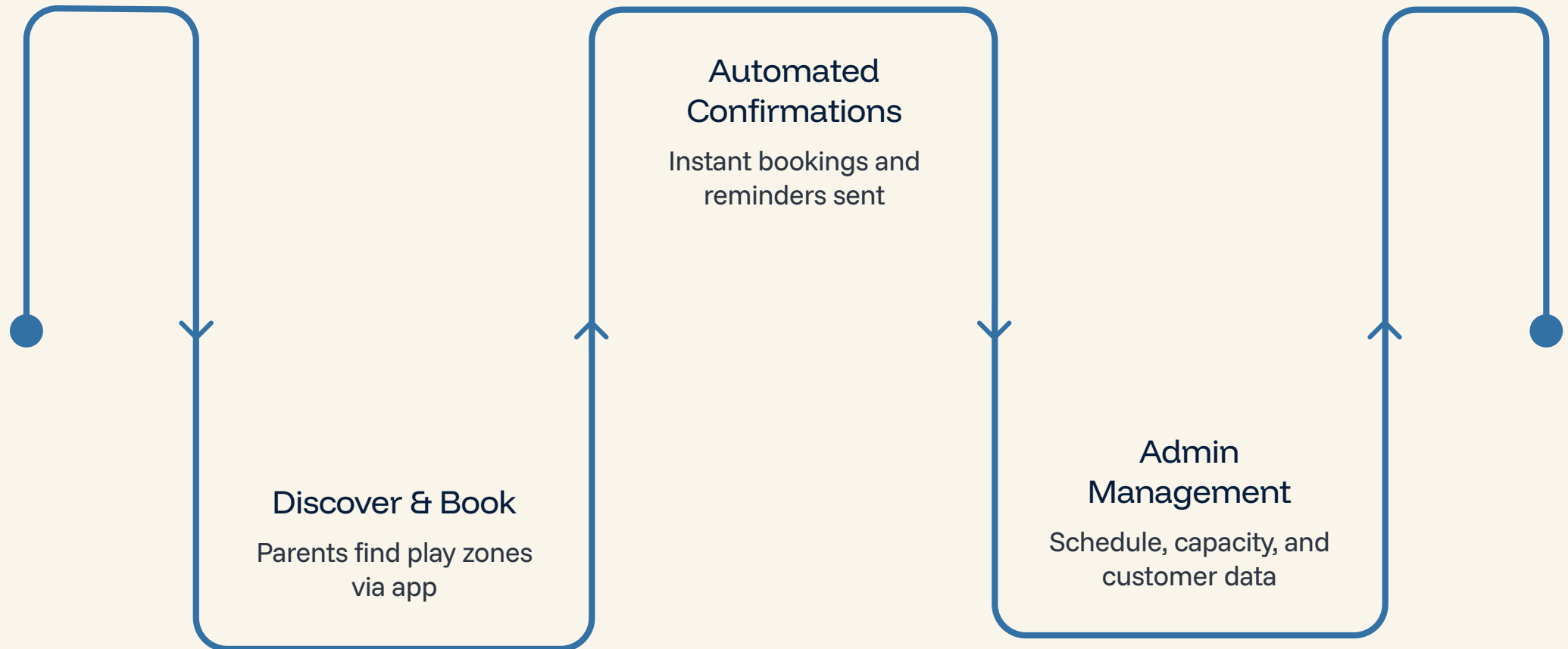
Notifying parents about bookings, schedules, and updates lacked automation



Solution Implemented

# A Unified Digital Booking Platform

A digital booking and customer engagement platform was implemented using **Salesforce Sales Cloud** integrated with a **custom mobile application**.



The platform empowered parents to discover play zones, book sessions, register for events, and receive automated updates — while giving administrators full operational visibility from a single system.

## Key Platform Capabilities

# What the Platform Does



### Mobile Booking App

Parents reserve play sessions and register for workshops directly from their phones



### Real-Time Availability

Live tracking of play zone and activity capacity prevents overbooking



### Automated Notifications

Confirmations, reminders, and schedule updates sent automatically to parents



### Surveillance Integration

Connected to cameras and alert systems for caretaker visibility and child safety



### Salesforce CRM

Centralized customer data management powering engagement and operations



### Event & Workshop Management

End-to-end registration and scheduling for all structured programs

Mobile Experience

# Booking Made Effortless for Parents

The custom mobile application placed the full Klayzo experience in parents' hands. From discovering available play zones to completing a booking in seconds, the app delivered a seamless, consumer-grade experience — complete with automated confirmations and timely reminders that kept families informed and engaged.



# Centralized Control for Administrators

Administrators gained a single command center — powered by **Salesforce Sales Cloud** — to manage every aspect of operations:

## Scheduling

Full visibility into session timeslots across all locations

## Capacity Planning

Real-time tracking to optimize zone utilization

## Customer Data

Unified profiles for personalized engagement

## Event Coordination

End-to-end management of workshops and special events



Business Impact

# Measurable Results Across the Organization



## Reduced Admin Workload

Manual booking processes eliminated, freeing staff for higher-value tasks



## Improved Operational Visibility

Real-time insight into play sessions, capacity, and customer activity



## Enhanced Customer Engagement

Digital-first booking experience elevated satisfaction for parents



## Scalable Operations

Platform architecture supports efficient expansion across multiple play locations

## Key Takeaway

# From Manual to Modern

By replacing fragmented, manual processes with a unified digital platform, Klayzo transformed how it operates and how families experience play — setting a scalable foundation for continued growth.

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