## Introduction

Zenyum

Asia's biggest cosmetic teledentistry enterprise, Zenyum serves across 8 Asian countries. This Series-b, Singapore-based, company has diverse verticals, prominently featuring cutting-edge services such as 3D-printed invisible braces, expert-led online assessments, and the provision of top-tier oral care products of the highest quality.

Domain
E-commerce/ Healthcare

Market Segment
🇲🇾 Malaysia, 🇭🇰 Hong Kong, 🇻🇳 Vietnam, 🇸🇬 Singapore

"Our collaboration with KeyValue has displayed speed and efficiency along with trust in building technological solutions for Zenyum."

Anupama Hoon
Chief Product Officer, Zenyum
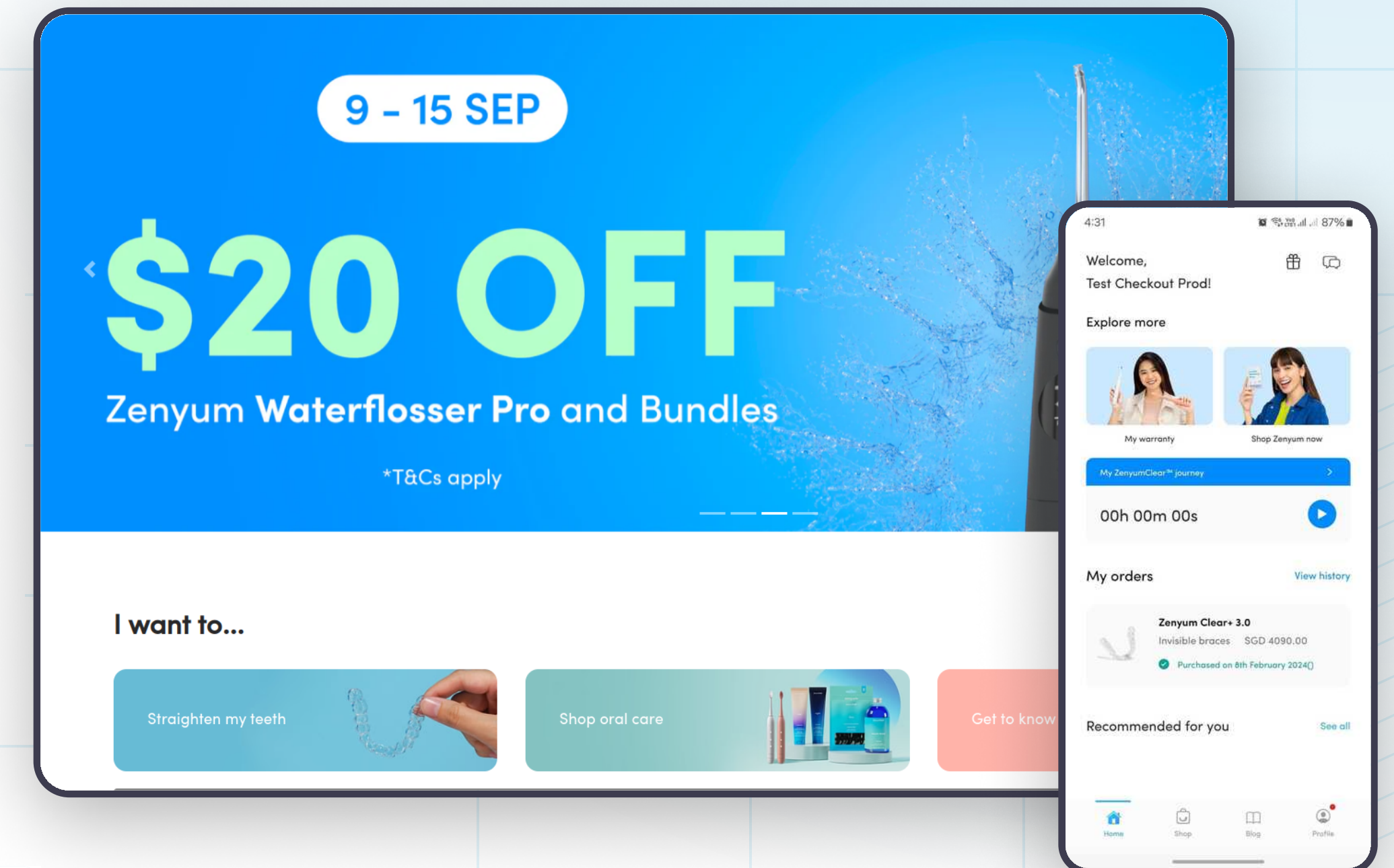
KeyValue Partnership

Our team of 50+ engineers designed, built, and managed the complete end-to-end product engineering for Zenyum. We became their backbone as we owned and built their products and verticals including the e-commerce platform, patient onboarding and management module, treatment fee management module, advanced patient care module, clinic management platform, AI image classifier, and AI-assisted chatbot. We utilized our AI expertise to improve patient onboarding, analysis, treatment, and follow-ups.

Why KeyValue?

Faster time to market
Our ability to execute fast-paced shipment cycles ensured Zenyum stayed ahead with rapid product rollouts.

Initiatives and ownership
We took full ownership of Zenyum's engineering. We ideated and initiated the development of many modules, including AI/ML modules that helped Zenyum enhance its customer experience.

Strong tech expertise
Zenyum trusted us for our deep technical expertise, delivering innovative solutions across their entire product ecosystem.

AI proficiency
Our proficiency in AI empowered Zenyum to elevate patient care through smarter, data-driven tools and systems.
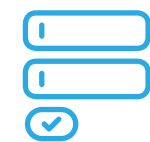
Scalable and agile team composition
Zenyum chose us because of our flexibility and scalability, which allowed their business to grow without any engineering bottlenecks.

Zenyum's pain points

Make their vast product line of oral health products available to customers

Lead-generation and conversion

Patient diagnosis and treatment management

Multiple clinics administration and management

Our solutions

E-commerce

- Provided a user-centric e-commerce platform customized for healthcare products, from scratch.

**Online consultations, treatment, follow-ups**

- The solution allows the patients, to manage their appointments, track, share, and monitor their treatment progress, and collect feedback from doctors.

Clinics management

- The portal developed for clinic and treatment management allows doctors, nurses, and internal staff to manage patient onboarding, activity logs, appointment tracking, treatment plan management, patient progress assessment, etc.
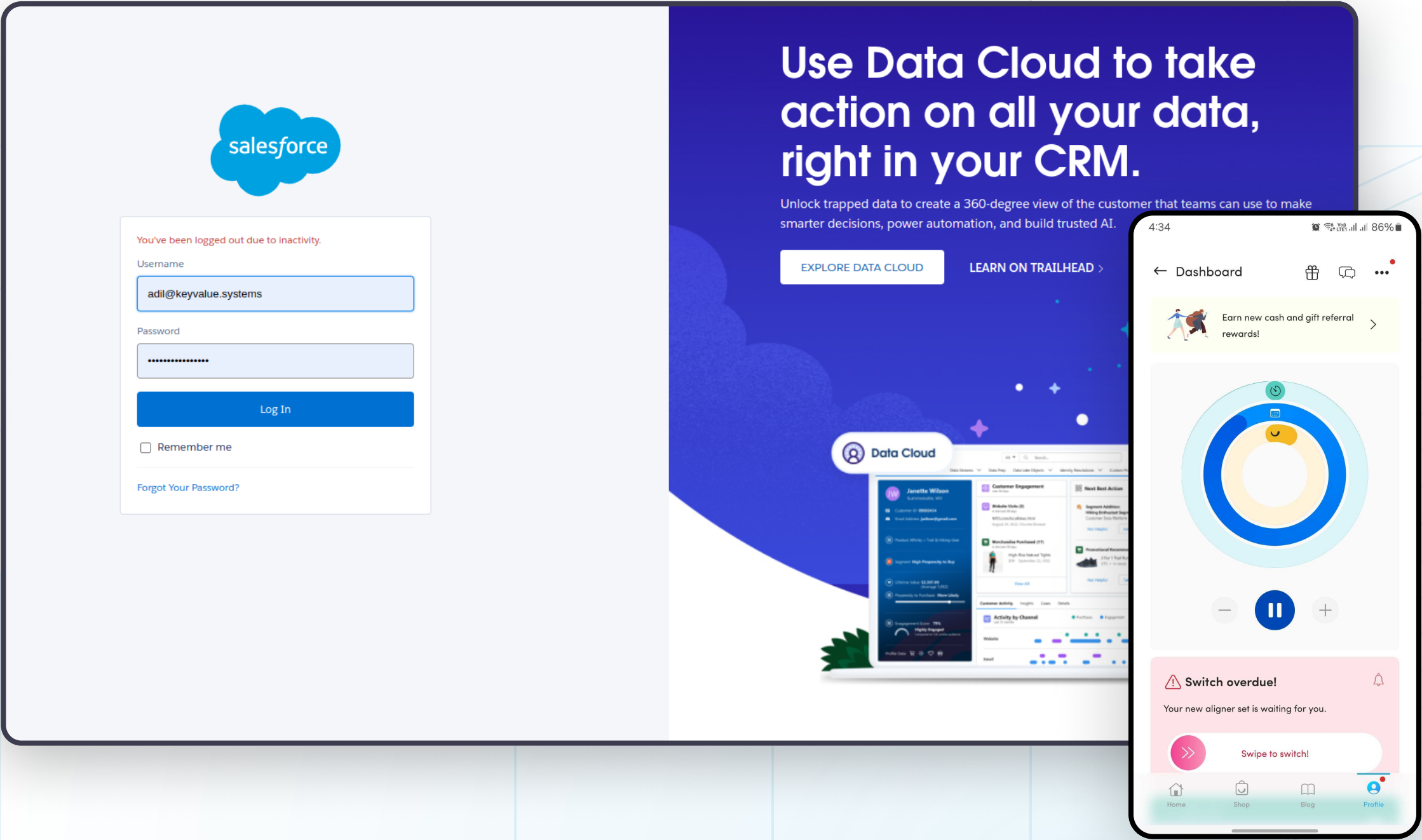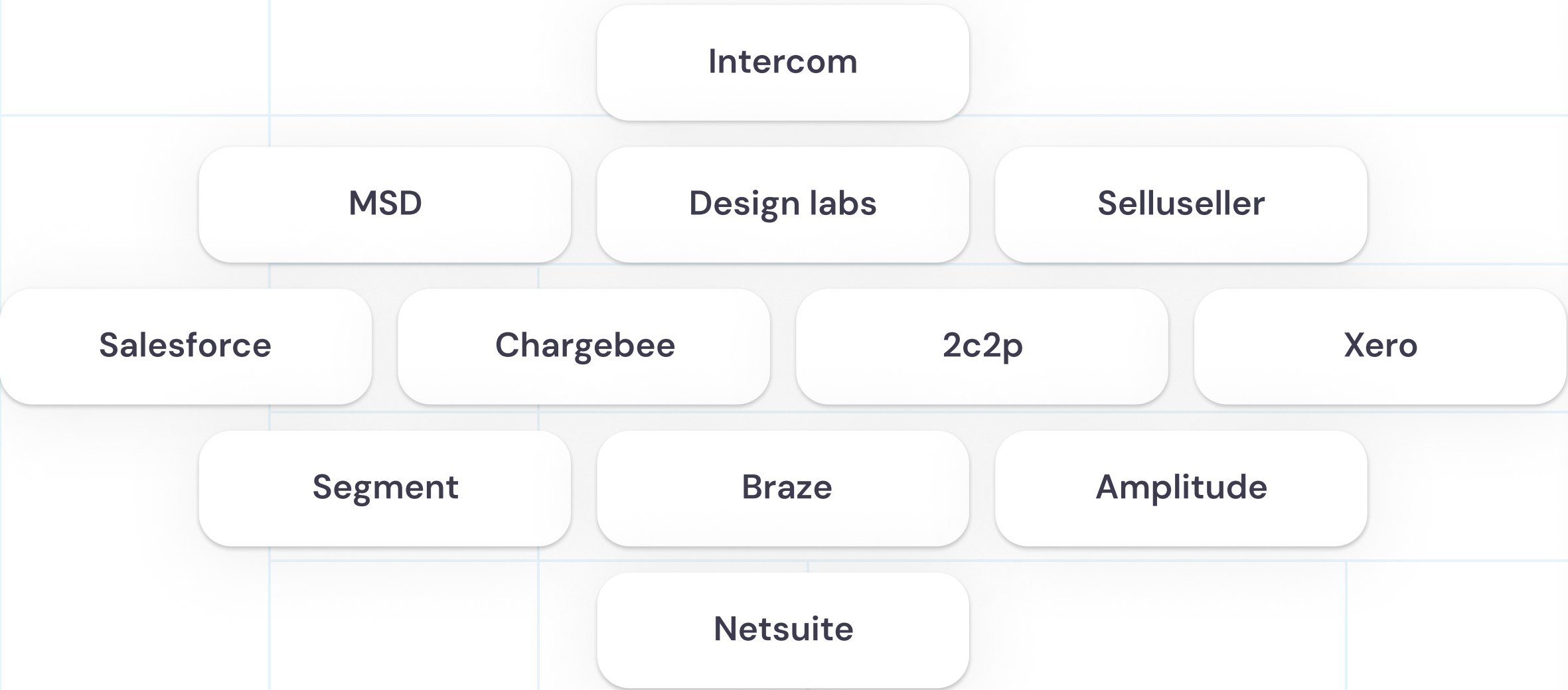
Optimizations using AI/ML

- Magic classifier – AI model to classify images during prescription submission.
- Zenchat – AI-assisted chat platform for doctors, nurses, and internal staff of Zenyum clinic.
- Zensmart– AI-driven image capture and submission for treatment progress tracking.
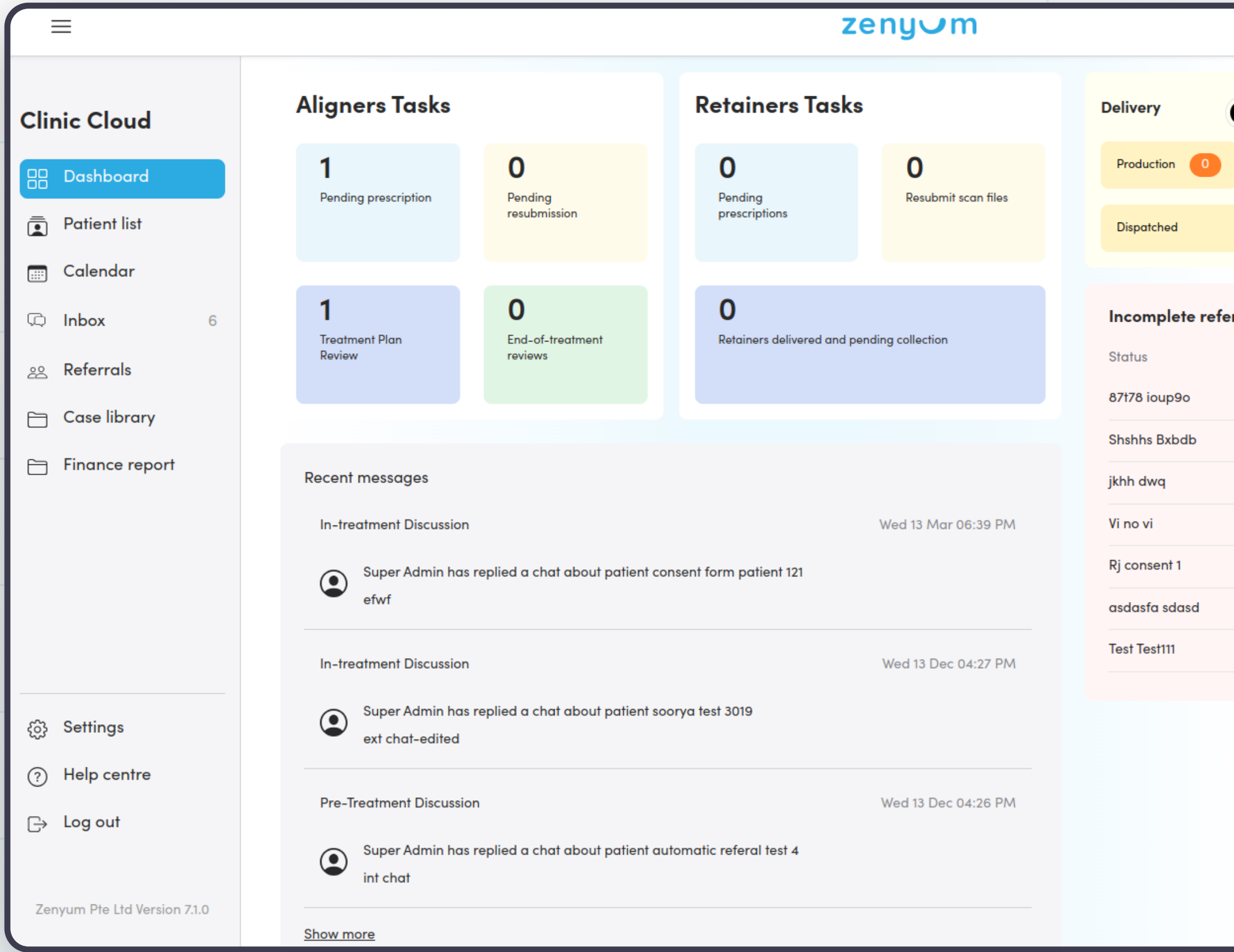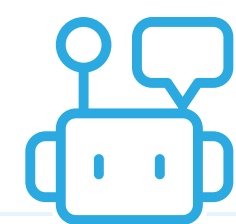
Integrations

- Integrations with different platforms were required for the smooth functioning of both Zenyum's e-commerce and treatment verticals. A few platforms to list are

Intercom

MSD

Design labs

Selluseller

Salesforce

Chargebee

2c2p

Xero

Segment

Braze

Amplitude

Netsuite

Business Impact

AI-assisted modules ensured few to no errors and higher efficiency

- Improved accuracy and productivity in diagnosis and treatment with AI. This resulted in fewer errors in the workflow, streamlined Zenyum's operations, driving seamless workflows across their business.

Reduction in turnaround time for the users

- Improved efficiency in turn reduced process times from the onboarding flow to the patient analysis and treatment module, enabling Zenyum to deliver faster services and treatments.

Better customer retention

- Our AI-driven systems (AI model image classifier, AI-assisted chat) enhanced engagement, and user experience, boosting Zenyum's customer loyalty and retention.

Enhanced customer experience

- By integrating advanced tech, we elevated Zenyum's customer interactions, ensuring a smooth, personalized experience.