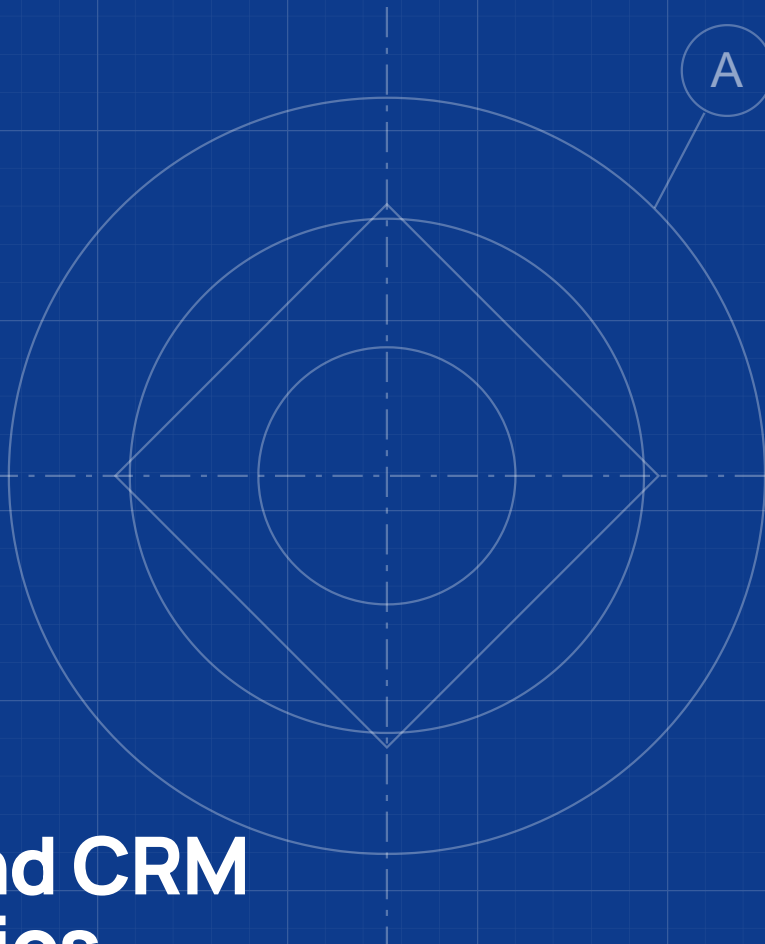


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



LINE Booking and CRM for Physio Studios

Two physiotherapy and massage studios with around 900 bookings a month, 14 therapists and 20 services.

SAMPLE PROPOSAL



PROJECT
LINE Booking and CRM for Physio Studios

DRAWN BY
DNA Maker AI
Engineer

CHECKED BY
DNA Maker engineering team

DATE
26 September 2026

SHEET
01 / 09

REV.
A

Executive Summary

The studios currently take bookings through LINE chat and track them in Excel, causing double bookings and no-shows every week. We will build a booking engine with a CRM that lets customers book and pay a PromptPay deposit online or through an AI assistant on LINE. Automatic reminders will reduce no-shows, while the CRM will suggest follow-ups and upsells to bring customers back. The result is a more reliable schedule, fewer lost appointments, and better repeat business.

SPECIFICATIONS

CLIENT

Two physiotherapy and massage studios with around 900 bookings a month, 14 therapists and 20 services.

PROJECT

LINE Booking Engine with CRM and PromptPay Deposits

OVERALL TIMELINE

6 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

3 · 6

900/month

Bookings

14

Therapists

20

Services

OUR DIRECTION

The booking engine manages real-time availability for 14 therapists and 20 services, whether customers book directly or through the LINE AI assistant. PromptPay deposits secure appointments, and automated reminders reduce no-shows. The CRM then tracks each customer's history and suggests follow-ups and upsells to drive repeat visits.



Problem Analysis

We found four distinct problems in the current booking and follow-up process.

1

FINDING 01

Double Bookings

Bookings arrive through LINE chat and are tracked manually in Excel, so the same therapist or time slot can be promised twice. Each double booking forces a reschedule, damages trust, and consumes staff time that should go to billable treatments.

2

FINDING 02

Weekly No-Shows

Without automatic reminders or a deposit commitment, customers can forget or abandon appointments. No-shows leave empty therapist slots, reduce monthly revenue, and make scheduling unpredictable across both studios.

3

FINDING 03

Manual LINE Tracking

LINE chat and Excel are disconnected, so booking details, customer history, and service preferences are scattered. Staff must re-enter information and cannot quickly see availability, leading to errors and slow responses.

4

FINDING 04

No Retention View

The studios cannot easily identify which customers should be brought back for follow-up treatments or upsells. This misses repeat revenue and weakens relationships with existing clients.



Solution Architecture

LINE Booking Engine with CRM and PromptPay Deposits

DETAIL A – HOW THE SYSTEM WORKS

LINE Booking CRM for Studios

Cuts double bookings and no-shows while increasing repeat visits

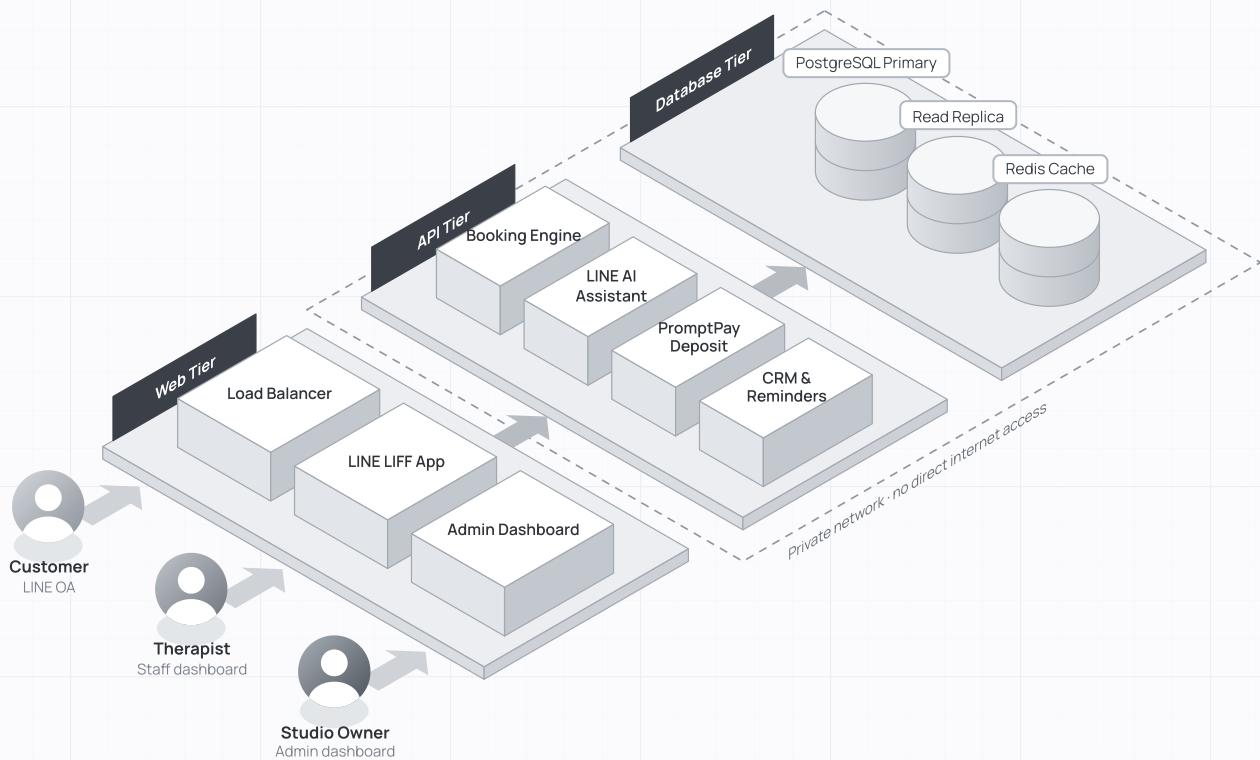


LINE Booking CRM for Studios – Cuts double bookings and no-shows while increasing repeat visits.



Deployment Architecture

A true 3-tier deployment — web, API and database on separate tiers, with the database in a private network, never exposed to the internet.



Who uses the system



Customer

LINE OA

Books services, pays PromptPay deposit, receives reminders



Therapist

Staff dashboard

Views schedule, confirms sessions, marks attendance



Studio Owner

Admin dashboard

Manages therapists, services, deposits, and CRM follow-ups

Traffic estimate

Daily volume

~30 bookings/day

Peak load

~0.1 req/s, evening peak

Concurrent users

~10 users

Capacity plan

2 app servers behind load balancer, auto-scaling to 4; PostgreSQL primary + replica, Redis cache

900 bookings/month $\approx$ 30/day; busiest hour $\sim 25\% \times \sim 50$ API calls $\approx$ 0.1 req/s; launch 2-server tier sustains ~ 50 req/s, $>100\times$ headroom.

Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



PROJECT
LINE Booking and CRM for Physio Studios

DRAWN BY
DNA Maker AI Engineer

DATE
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Scope of Work

BILL OF MATERIALS

NO.	KEY COMPONENTS	ROLE
1	Booking Engine	Manages real-time availability and prevents double bookings across both studios.
2	LINE AI Assistant	Lets customers book and ask questions through LINE chat automatically.
3	PromptPay Deposit	Collects online deposits to confirm appointments and reduce no-shows.
4	Automated Reminders	Sends timely reminders before appointments to cut missed bookings.
5	CRM & Follow-Up	Stores customer history and suggests follow-ups and upsells.
6	Admin Dashboard	Gives staff a single view of bookings, therapists, services, and payments.

INCLUDED

- ☒ Booking engine for 14 therapists and 20 services
- ☒ LINE AI assistant for bookings and questions
- ☒ PromptPay online deposit integration
- ☒ Automated appointment reminders
- ☒ CRM with follow-up and upsell suggestions
- ☒ Admin dashboard for bookings, therapists, services and payments

NOT INCLUDED IN THIS SCOPE

- ☐ Payment processing fees charged by banks or PromptPay providers
- ☐ Hardware, network and on-site setup
- ☐ Ongoing marketing content and campaign management
- ☐ Server and cloud hosting costs

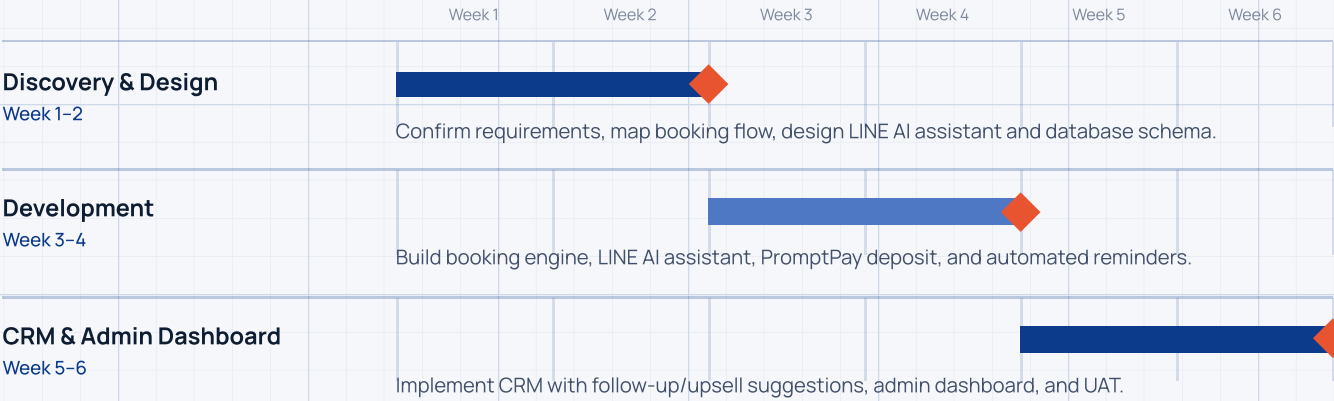
RISKS & MITIGATION

Data migration from Excel may have inconsistencies.	We will run a data validation and cleaning phase before import.
PromptPay integration may require additional bank approvals.	We will start bank coordination early and provide a fallback manual deposit option.
LINE API rate limits or policy changes could affect reminders.	We will design reminders with retry logic and monitor LINE API updates.



Delivery Plan

Overall timeline	Delivery phases	System components	Deliverables
6 weeks	3	6	6



Estimated Investment

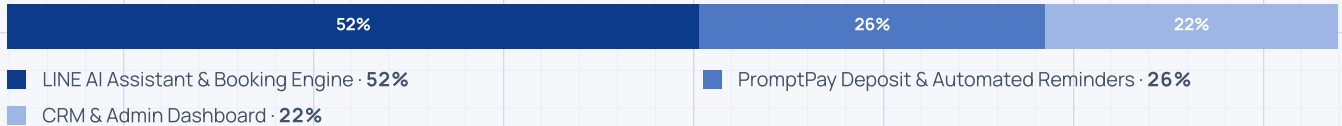
ESTIMATED TOTAL

฿150,000–350,000

Overall timeline

6 weeks

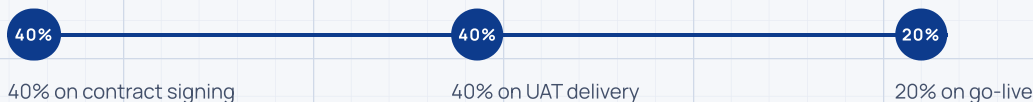
BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
LINE AI Assistant & Booking Engine Real-time availability for 14 therapists and 20 services, booking via LINE and web.	฿80,000–180,000	3 weeks
PromptPay Deposit & Automated Reminders PromptPay online deposit integration and automated appointment reminders.	฿40,000–90,000	2 weeks
CRM & Admin Dashboard Customer history, follow-up and upsell suggestions, admin dashboard for bookings, therapists, services, payments.	฿30,000–80,000	2 weeks

Estimated total **฿150,000–350,000 6 weeks**

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- Client provides access to LINE OA, PromptPay merchant account, and existing Excel booking data.
- Client staff available for weekly reviews and UAT.
- Scope covers up to 14 therapists, 20 services, and 900 bookings/month.
- No server, hosting, or cloud costs included; client pays providers directly.

NOTE Every figure in this document is a preliminary estimate based solely on the information shared in conversation. Final pricing and timing are confirmed after a detailed requirements and systems review. Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



Why DNA Maker

Thailand's leading banks, enterprises and government agencies trust us with systems that have to go live — and stay live.

500+
projects delivered since 2012

01 Chosen by Thailand's leaders

SCB, KBank, Krungsri, AIS, SCG, BDMS, the Treasury Department (Ministry of Finance) and Sony Device Thailand chose DNA Maker for systems where failure is not an option.

03 You own 100% of it

Full source code and IP are handed to you — no plugin lock-in, no surprise licence fees, no limits on future changes.

05 Ready for the AI era

Content, search and data are structured for AI search engines and ChatGPT-style assistants, so the system grows with you instead of being rebuilt.

02 Bank-grade security, proven

A true 3-tier architecture (Web · API · Database) keeps your database off the public internet, validated by penetration and stress testing. Our Bluweo Engine is security-certified and runs at multiple bank groups.

04 Clears every go-live gate

We know bank and enterprise IT governance from the inside: every requirement in your TOR is covered, with no gaps and no surprises at acceptance.

06 A partner long after launch

Multi-year client relationships, and a Bangkok team that stays on to improve the system and solve problems after go-live.

TRUSTED BY

SCB

Banking

KBank

Banking

Krungsri

Banking

AIS

Telecom

SCG

Industry

BDMS

Healthcare

Treasury Department

Ministry of Finance

Sony Device Thailand

Electronics

NEXT STEPS

1. Scoping session with engineering team to confirm requirements and data flow.
2. DNA Maker provides detailed technical proposal and timeline.
3. Contract signing and project kick-off.

Built to go live. Built to last.



CEO & Solution Provider

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