



AN AI INNOVATION VENTURE BY CREATORS TOUCH

BOOKING & SCHEDULING SYSTEM

Appointment of Opus

Bookings & scheduling on autopilot

Every empty slot is revenue that expired. Opus fills the calendar, protects it from no-shows, and stops your front desk from living on the phone.

SUBSCRIPTION + LIFETIME

MONTHLY

YEARLY

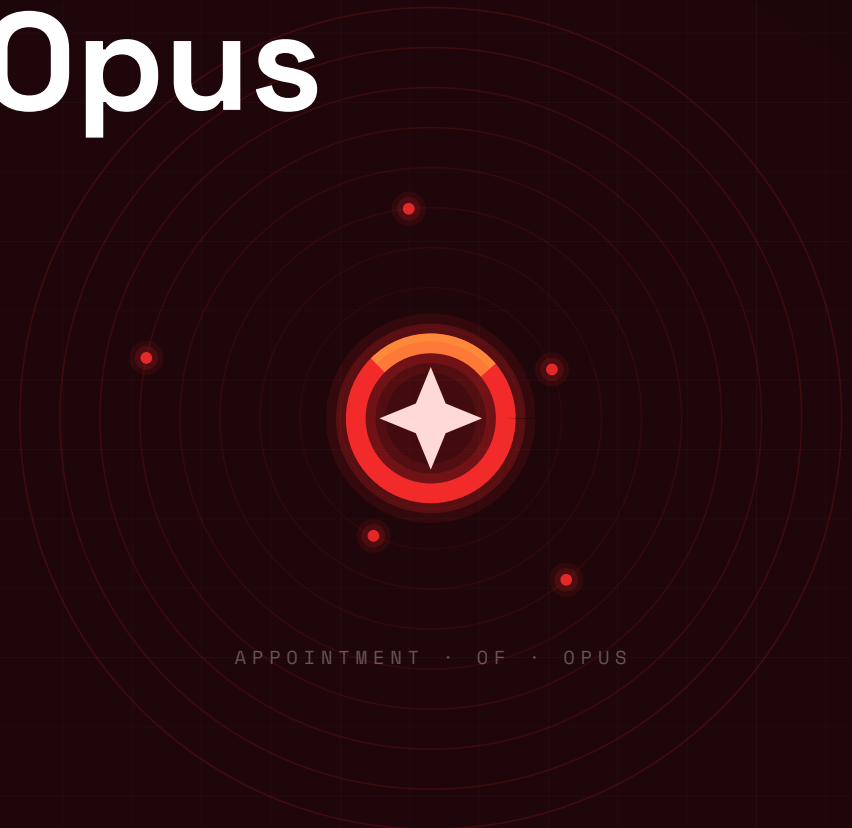
LIFETIME

PRODUCT DEMO PACKAGE

15 pages — problem, design, architecture, interface, rollout

sparkopus.com/products

Confidential — prepared for your evaluation



APPOINTMENT · OF · OPUS

WHAT'S IN THIS PACKAGE

A fifteen-page walkthrough of Appointment of Opus: the problem it removes, how SPARK OPUS designed and engineered it, exactly what it looks like in use, and what it takes to get you live.

01	Cover	09	Feature deep dive — 2 of 2
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08	Feature deep dive — 1 of 2		

60s

TO BOOK

From opening the link to a confirmed slot, without a...

0

DOUBLE BOOKINGS

Slot locking makes the same slot physically unassignable...

2×

REMINDER CADENCE

A confirmation, then a timed nudge before the...

AT A GLANCE

Appointment of Opus

Bookings & scheduling on autopilot

BUILT FOR

Clinics, salons, diagnostics, consultants, service centres, studios

RUNS ON

Booking page, WhatsApp, phone-desk console, embedded widget

DATA IT HOLDS

Services, staff, availability, bookings, reminders, attendance

LANGUAGES

English, Hindi, Telugu, Tamil for customer-facing messages

TIME TO LIVE

1–2 weeks from staff and service list

OWNERSHIP

Your calendar, your customer records, exportable at any time

PRICING

Monthly or discounted yearly. Lifetime available — contact sales.

- MONTHLY

YEARLY

LIFETIME

03 — THE PROBLEM

THE PROBLEM IT REMOVES

A booked calendar looks like a solved problem. The losses are invisible: the call that rang out, the slot nobody could see was free, the patient who forgot, and the fifteen minutes your receptionist spent rearranging a Tuesday.

01

Bookings happen only when the phone is answered

Every unanswered call outside desk hours is a customer who books with whoever picks up. The demand existed; the capacity to capture it did not.

02

Nobody can see what is actually free

Availability lives in a register, a whiteboard and one person's head. Customers ask 'when are you free?' and wait for a human to look.

03

No-shows are absorbed silently

An empty 4pm slot costs exactly as much as a busy one. Without reminders, forgetting is the default behaviour.

04

Rescheduling is a manual negotiation

One change ripples through three phone calls, and the register ends up with strike-throughs nobody trusts.

05

Customer history is on paper

Last visit, preferred staff member, pending follow-up — none of it is queryable, so every visit starts from zero.

WHAT IT COSTS RIGHT NOW

Every

MISSED CALL IS A BOOKING

Demand does not wait for your desk to be free.

~0

REMINDERS SENT TODAY

Manual reminder calls are the first thing dropped on a busy...

1 register

SINGLE POINT OF FAILURE

If the book is with someone else, the business cannot...

04 THE ALTERNATIVES

WHY THE USUAL FIXES FAIL

Scheduling tools are not new. The reason businesses still run on a register is that the alternatives ask them to change how they work.

WHAT BUSINESSES TRY	WHAT ACTUALLY HAPPENS	WHY IT BREAKS
Paper register at the desk	One person owns the book and every question routes through them.	No visibility, no reminders, no history, and it cannot be in two places.
A shared spreadsheet	Staff type bookings into rows on a shared sheet.	Nothing prevents two people writing the same slot at the same moment.
Generic global booking apps	A slick calendar built for a different market’s assumptions.	No WhatsApp-first reminders, awkward with walk-ins, priced per seat in dollars.
A form on the website	The customer submits a request and waits for confirmation.	It is a lead, not a booking — someone still has to call back and close it.
Phone only, on purpose	‘Our customers prefer to call.’ Often true — for some of them.	The ones who would rather not call simply book elsewhere, invisibly.

THE GAP
The requirement is not a calendar. It is a scheduling system that can be trusted as the single source of truth by customers, staff and the phone desk simultaneously.

SPARK OPUS BUILT APPOINTMENT OF OPUS TO CLOSE EXACTLY THIS GAP.

05 — THE SOLUTION

WHAT WE BUILT INSTEAD

IN ONE PARAGRAPH

Opus turns your availability into a live, bookable resource. Customers self-serve in under a minute, staff see one authoritative day view, reminders go out on their own, and reschedules resolve themselves without a phone negotiation.

01

Availability becomes real

Services, staff, durations, buffers and breaks are modelled once. What the customer sees is genuinely bookable — nothing else is offered.

02

The calendar defends itself

Atomic slot locking prevents double booking. Confirmations and timed reminders reduce the forgetting that causes no-shows.

03

The desk gets its day back

Booking, rescheduling and cancellation are self-service. Your team handles exceptions, not data entry.

THE LOOP IT RUNS, EVERY TIME

Customer opens link



Picks service + staff



Slot locked



Confirmation + reminders



Attendance recorded

WHERE WE DREW THE LINE

What it deliberately does not do: overbook to 'optimise' utilisation, hide your cancellation terms, or make clinical or pricing decisions on your behalf.

06 — DESIGN

HOW SPARK OPUS DESIGNED IT

We designed Opus around the two people who actually live in it: a customer who wants a slot in under a minute, and a receptionist who needs one screen to trust.

P 1**Sixty seconds to booked**

Service, staff, slot, name, number, done. Every additional field must earn its place against a measurable drop in bookings.

P 2**One authoritative day view**

Whatever the channel — web, WhatsApp or phone desk — everyone reads and writes the same calendar in real time.

P 3**Model reality, not an ideal week**

Lunch breaks, doctor rounds, buffer time between clients, half-day Saturdays and blocked leave are first-class concepts.

P 4**Reduce no-shows without nagging**

A confirmation and a well-timed reminder with a one-tap reschedule beats three phone calls and a guilt trip.

THE PROCESS WE RAN

01**Shadow the desk**

We sit with your front desk for a day and record every interruption the calendar causes.

02**Model availability**

Services, durations, staff skills, buffers and exceptions are written down and confirmed.

03**Prototype the booking**

A clickable flow tested against your slowest and least technical customers first.

04**Harden the edges**

Concurrency, walk-ins, no-shows, partial cancellations and overrides are specified and tested.

05**Cut over**

Existing bookings are migrated and the register runs in parallel for one week before retirement.

07 — ARCHITECTURE

HOW SPARK OPUS BUILT IT

Opus is a scheduling engine first and a UI second. Correctness under concurrency is the hard part, so that is where the architecture is spent.

THE SYSTEM, LAYER BY LAYER

BOOKING SURFACES

Public booking page, embeddable widget, WhatsApp flow, and an internal desk console for walk-ins and phone bookings.

AVAILABILITY ENGINE

Service durations, staff calendars, buffers, breaks, holidays and blackout rules resolved into concrete bookable slots.

CONCURRENCY LAYER

Atomic slot reservation with short-lived holds and idempotent confirmation, so simultaneous bookings cannot collide.

NOTIFICATION SERVICE

Confirmations, timed reminders, reschedule and cancellation notices over WhatsApp, SMS and email.

RECORDS

Customer profiles, visit history, notes, preferred staff, attendance and no-show tracking.

REPORTING

Daily dashboards: today's list, utilisation by staff and service, no-show rate, channel mix, and exports.

WHAT IT IS MADE OF

FRONTEND

Responsive booking page

Embeddable widget

Desk console

Mobile-first flows

ENGINE

Slot resolver

Atomic holds

Recurrence + exceptions

Timezone-safe storage

SERVICES

Node / Nitro APIs

MongoDB

Scheduled job runner

Retrying webhook queue

MESSAGING

WhatsApp templates

SMS fallback

Email confirmations

Calendar invites

NOTE 01

Slots are held, not assumed: a short reservation window means a customer filling a form cannot lose their slot mid-typing, and an abandoned form releases it automatically.

NOTE 02

All times are stored absolutely and rendered locally, so daylight and device clock differences never shift an appointment.

NOTE 03

Reminders are scheduled jobs with delivery receipts — a failed reminder is visible to staff rather than silently lost.

08 — FEATURE DEEP DIVE

FEATURE DEEP DIVE — 1 OF 2

Every feature on the product page, taken apart: what it does, how we engineered it, and the business reason it exists.

Online booking

WHAT IT DOES

A link — on your site, in your bio, in a WhatsApp reply — where customers pick a service and a real slot.

HOW WE BUILT IT

Availability is computed server-side from staff calendars and service rules, so only genuinely bookable slots render.

WHY IT MATTERS

Bookings stop depending on somebody being free to answer the phone.

Slot management

WHAT IT DOES

Durations, buffers, breaks, staff-specific hours, leave and blackout dates, all editable by your team.

HOW WE BUILT IT

A rules engine resolves layered availability into concrete slots, with atomic locking at the moment of booking.

WHY IT MATTERS

The calendar reflects how your business actually runs — and it can never be double-booked.

Reminders

WHAT IT DOES

Immediate confirmation, then a timed reminder before the appointment, on the channel the customer used.

HOW WE BUILT IT

Scheduled jobs fire approved WhatsApp templates with SMS fallback; every send is receipted and logged.

WHY IT MATTERS

Most no-shows are forgetting, not intent. A well-timed nudge recovers slots that would have expired empty.

09 — FEATURE DEEP DIVE

FEATURE DEEP DIVE — 2 OF 2

The second half of the feature set — the parts that turn a working system into a compounding one.

Rescheduling

WHAT IT DOES

Customers move or cancel their own appointment from the reminder, within the rules you set.

HOW WE BUILT IT

A signed self-service link re-enters the availability engine and releases the original slot the moment the new one is confirmed.

WHY IT MATTERS

A reschedule stops costing three phone calls — and a released slot goes back on sale immediately.

Customer records

WHAT IT DOES

Every customer accumulates a profile: visit history, preferred staff, notes, no-shows and pending follow-ups.

HOW WE BUILT IT

Bookings are linked to a deduplicated customer record keyed on phone number, with staff-only notes.

WHY IT MATTERS

Repeat visits start with context instead of 'have you been here before?'

Daily dashboards

WHAT IT DOES

Today's list, tomorrow's load, utilisation by staff and service, no-show rate and booking channel mix.

HOW WE BUILT IT

Aggregations computed from the booking store and rendered as a morning view, with CSV export.

WHY IT MATTERS

Management stops guessing where capacity is wasted — and can see it before the day starts, not after.

10 — INTERFACE

WHAT IT LOOKS LIKE

The customer's booking flow: service, staff, day, slot, confirm. One screen, no account, no phone call.

WHAT'S HAPPENING ON THIS SCREEN

- **Only real slots shown**
Availability is resolved from staff calendars, buffers and leave before a single slot renders.
- **Held while they type**
The chosen slot is reserved for a few minutes, so a slow form-filler never loses it.
- **Confirmed on the spot**
The booking is written, the customer gets a confirmation, and the desk sees it instantly.
- **Reschedule built in**
Every confirmation carries a self-service link that respects your cancellation rules.

NOTE

These are design representations of the shipped interface. Final screens carry your brand, your terminology and your catalogue.

book.youreclinic.com

Book an appointment 60 SEC

SERVICE

- General consultation
20 min
- Follow-up review
15 min
- Diagnostic package
45 min
- Home visit
60 min

WITH

- Dr. Rao next: 10:30
- Dr. Iyer next: 14:00

MARCH - pick a day

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

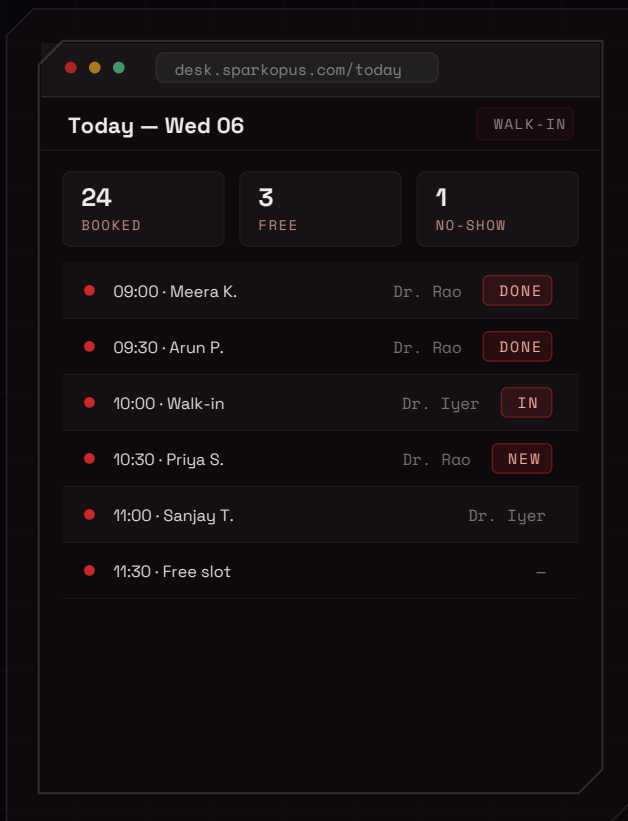
AVAILABLE SLOTS - WED 06

09:00	09:30	10:00	10:30
11:00	11:30	12:00	15:00

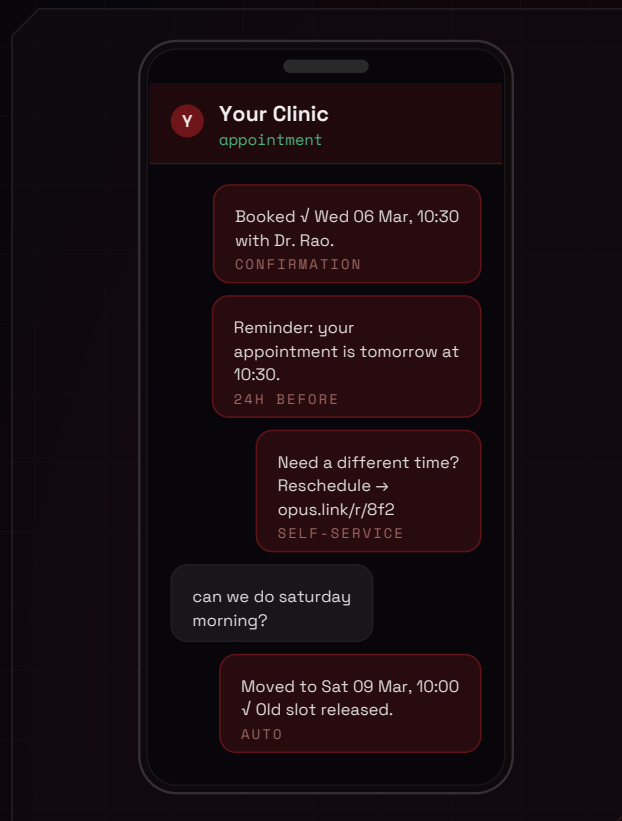
CONFIRM 10:30 slot held for 5:00

11 — INTERFACE

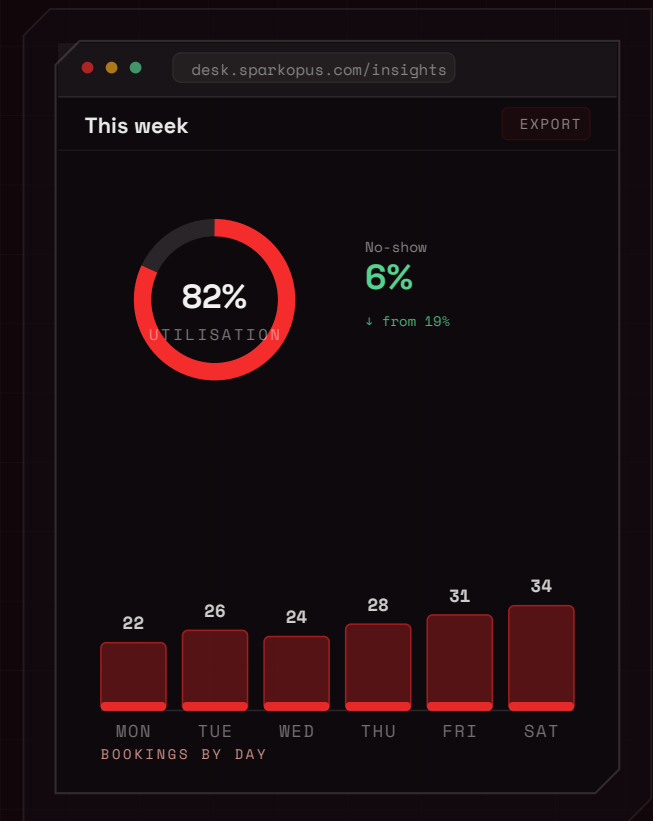
THE SUPPORTING SCREENS



01 Desk console — the authoritative day view your front desk works from, including walk-ins and phone bookings.



02 Reminder timeline — confirmation and nudge, receipted, with a one-tap reschedule for the customer.



03 Daily dashboard — utilisation, no-show rate and channel mix, ready before the first appointment.



12 — IN PRACTICE

A DAY IN THE LIFE

One Thursday across three people: a customer booking at midnight, a receptionist who never touches a register, and an owner reading the day before it starts.

23:20

Booked while you slept

A customer opens the link from your WhatsApp bio and books a 10:30 slot in fifty seconds.

23:20

Confirmed instantly

Confirmation goes out with the address, the staff member's name and a reschedule link.

08:00

The desk opens to a plan

Today's list is already sorted, with a walk-in buffer and one flagged first-time visitor.

09:00

Reminder wave

Timed reminders go to everyone booked for the afternoon; two receipts fail and are flagged to staff.

10:05

A self-service reschedule

One customer moves to Saturday from the reminder. The 10:30 slot is released and re-books by lunchtime.

18:30

The day, measured

Utilisation by staff, no-show rate and channel mix land on the owner's dashboard automatically.

WHAT THAT ADDS UP TO

The receptionist made no outbound reminder calls, resolved no double bookings, and hand-wrote nothing. That time went back into the people standing in front of them.

INTEGRATIONS, DATA & SECURITY

It has to fit the tools you already run, and it has to be safe with the data you are handing over. Both are product requirements, not afterthoughts.

MESSAGING

- WhatsApp Business Platform
- SMS gateway fallback
- Email confirmations

CALENDARS

- Google Calendar sync
- Outlook / ICS invites
- Per-staff calendar feeds

BUSINESS SYSTEMS

- Spark CRM
- SparkObot handoff
- Payments for deposits
- Custom API

WEBSITE

- Embeddable widget
- Hosted booking page
- Link-in-bio
- QR at reception

HOW YOUR DATA IS HANDLED

S1

Customer data stays yours

Records are exportable and deletable on request, and are never sold or shared.

S2

Role-based access

Staff see their own calendar; managers see the business. Notes can be restricted to specific roles.

S3

Signed self-service links

Reschedule and cancel links are single-purpose, expiring and scoped to one booking.

S4

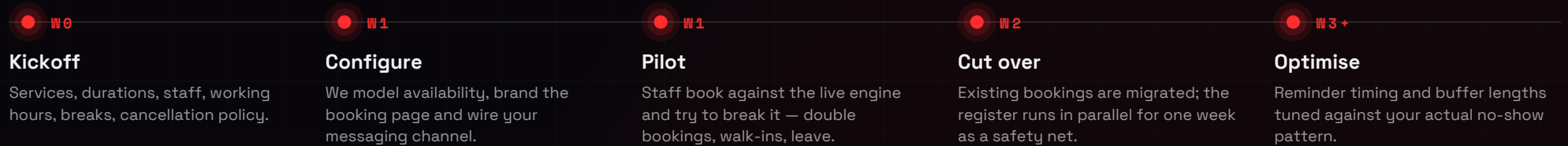
Audited changes

Every reschedule, cancellation and override records who did it and when.

14 — ROLL OUT

HOW WE GET YOU LIVE

Opus can be live inside two weeks because the only genuinely bespoke part is your availability model — and that is a conversation, not a project.



WHAT'S INCLUDED, AT NO EXTRA COST

- Availability modelling workshop
- Branded booking page and embeddable widget
- WhatsApp / SMS reminder configuration
- Migration of existing bookings
- Front-desk console training
- Dashboard and reporting setup
- One week of parallel-running support
- Ongoing tuning of reminder timing

AND AFTER YOU'RE LIVE

Named contact

Someone who knows your rota and your policies, reachable directly.

Seasonal changes

Festival hours, new staff, new services — configured with you, not by ticket.

Delivery monitoring

Failed reminders surface to your desk instead of disappearing.

WHAT GOOD LOOKS LIKE

60s
 MEDIAN BOOKING TIME
 Design target from opening the link to a...

0
 DOUBLE BOOKINGS
 Guaranteed structurally by atomic slot...

24/7
 BOOKING WINDOW
 Demand outside desk hours is captured...

2 waves
 REMINDERS PER BOOKING
 Confirmation plus a timed nudge with...

	HOW IT WORKS TODAY	WITH APPOINTMENT OF OPUS
Taking a booking	A phone call, if answered	Self-service in under a minute, any hour
Seeing availability	Ask the person with the register	Live, on every device, for everyone
Reminders	Manual calls when there is time	Automatic, receipted, with reschedule built in
Reschedules	Three calls and a strike-through	One tap; the freed slot goes back on sale
Knowing your utilisation	A feeling at the end of the month	A dashboard before the day begins

These are engineering targets we design and monitor against, not a guarantee of business results. Your no-show and utilisation baseline is measured in the first fortnight so improvement is judged against your own numbers.

PRICING
Monthly Full product with onboarding, no lock-in — the standard start for a single location.
Yearly Discounted, with quarterly reviews of utilisation and reminder performance.
Lifetime One-time licence for businesses that prefer to own the system outright. Contact sales.

NEXT STEPS

01 Discovery call
 Twenty minutes on your services, staff and how bookings reach you today.

02 Availability model
 We write down how your week actually works and confirm it with you.

03 Live pilot
 Your real services on a real booking page for your team to test.

04 Cut over
 Migration, parallel week, and the register retires.



You will book an appointment into your own configured calendar before you are asked to commit to anything.

hello@sparkopus.ai
 sparkopus.com/contact — or tap “Call back in 2 mins”