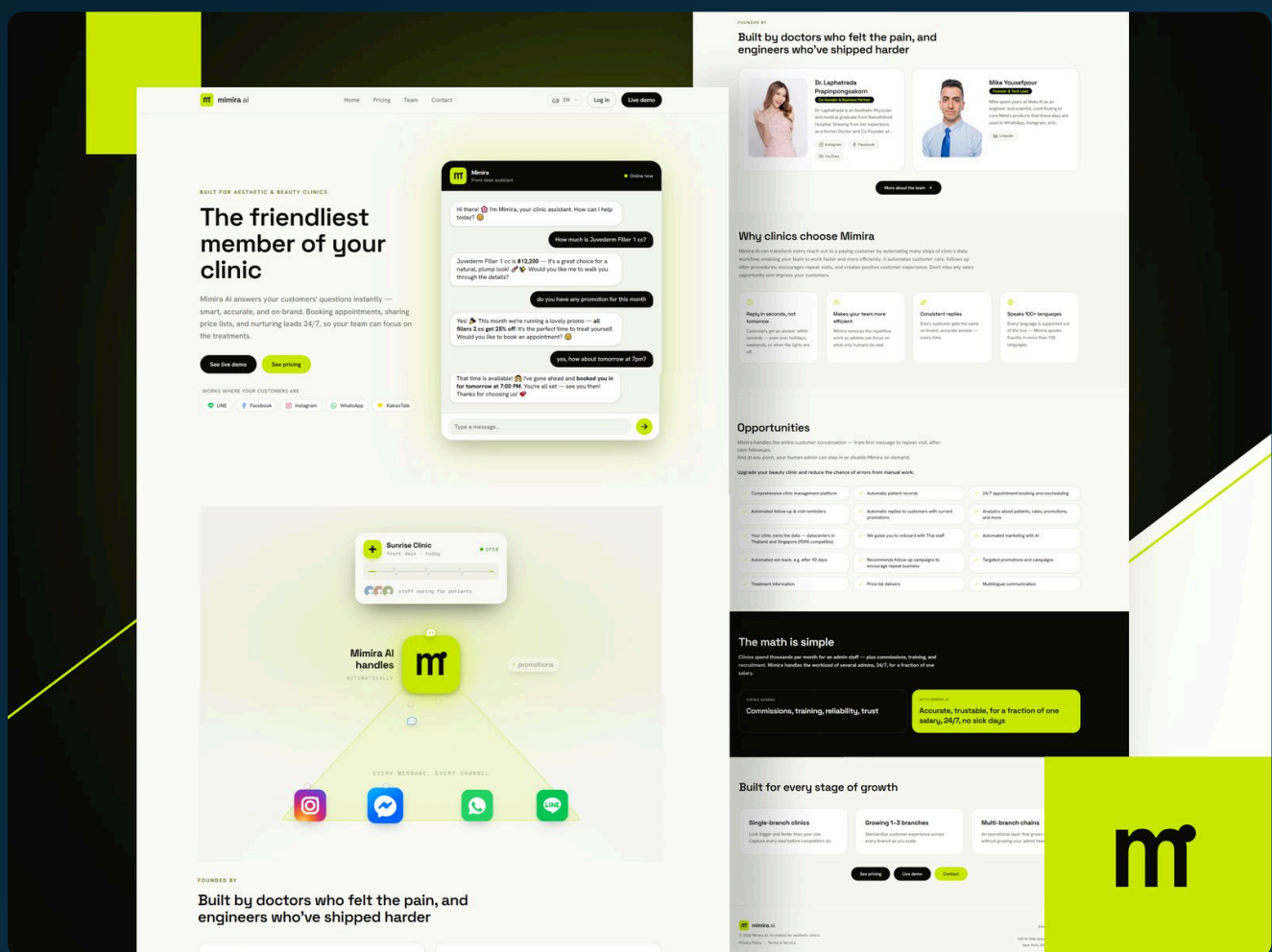


CASE STUDY · HEALTHCARE AND AESTHETICS

A friendly AI front desk for aesthetic clinics, on every messaging app their customers use

A 24/7 AI assistant for aesthetic and beauty clinics that answers customers, books appointments and nurtures leads.



CLIENT

Mimira AI

INDUSTRY

Healthcare and aesthetics

LOCATION

Thailand

ENGAGEMENT

Marketing website design
and build

Overview

Mimira AI is a 24/7 assistant for aesthetic and beauty clinics. It replies to customers on LINE, Facebook, Instagram, WhatsApp and KakaoTalk, shares prices, books appointments and follows up on leads. Ecomsy designed and built the website that presents Mimira to clinic owners.

Business challenges

- **Enquiries outside opening hours.** Clinic customers message at night and on weekends, and a reply the next morning is often a lost booking.
- **An AI product that must feel human.** Clinic owners worry an assistant will sound robotic to their customers.
- **Clinics of every size.** A single clinic and a multi-branch chain need different plans, explained on one page.

The scope

A marketing site that shows the assistant actually talking to a customer, explains the channels it covers and makes the pricing easy to compare.

Key priorities

- Show a real conversation on the first screen
- Make the channels instantly recognisable
- Explain the cost case plainly
- Introduce the team behind the product

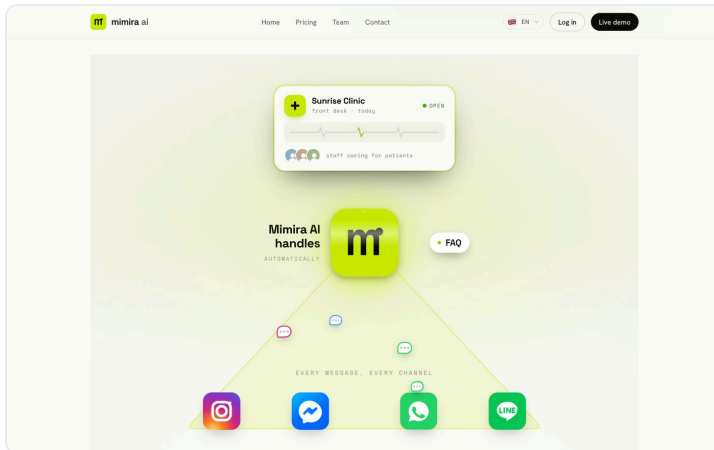
Solution

We made the conversation the hero: a visitor sees Mimira answer a real-style clinic enquiry before reading a word of sales copy.

- **A live chat demonstration.** A clinic conversation on the hero shows tone, pricing answers and a booking, end to end.
- **Every channel in one picture.** The messaging apps clinics already use are shown feeding one assistant.
- **The cost case, simply.** A side-by-side comparison of an extra staff member against the assistant.

The result. A friendly, credible site that makes an AI assistant feel like part of the clinic team.

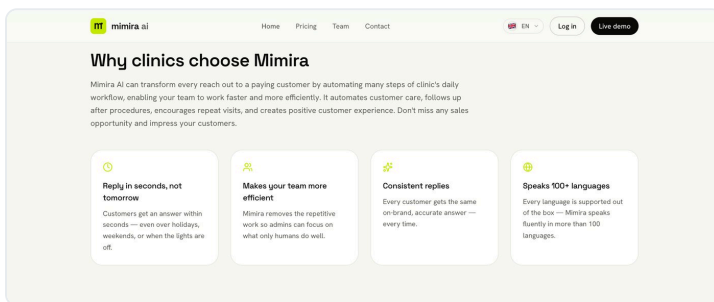
Key features



01

One assistant, every channel

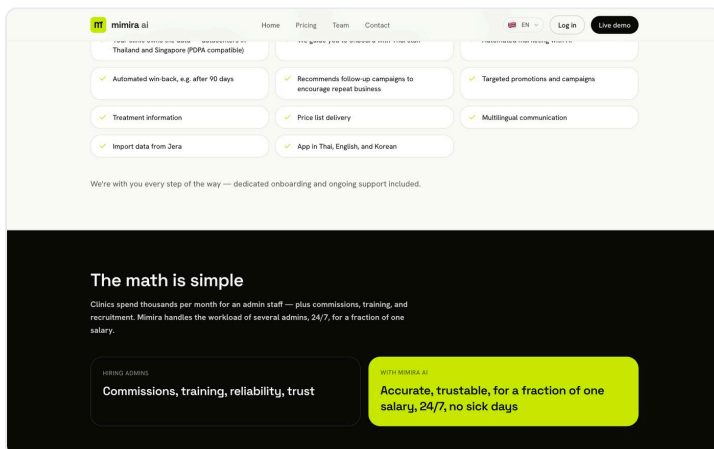
LINE, Messenger, Instagram, WhatsApp and KakaoTalk conversations, all handled by Mimira.



02

Why clinics choose Mimira

Instant replies, a more efficient team, consistent answers and more than 100 languages.



03

The math is simple

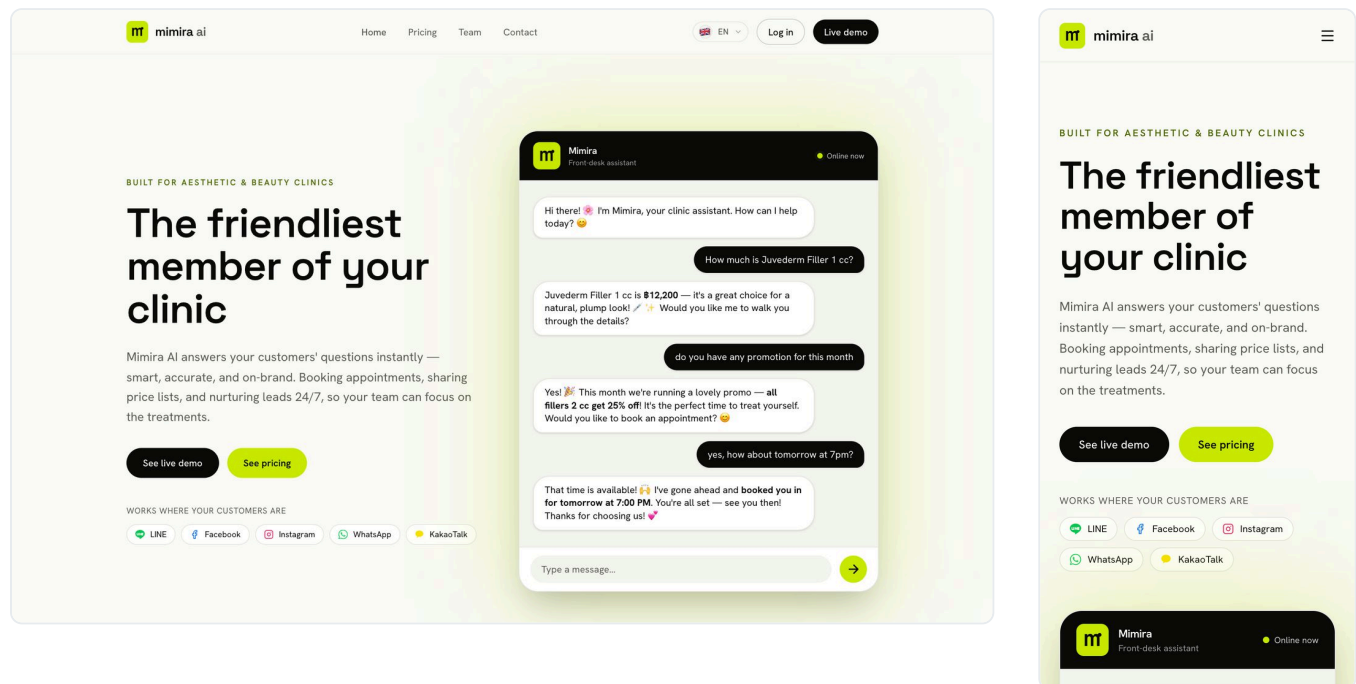
A plain comparison of hiring, training and keeping front-desk staff against a 24/7 assistant.

Tech stack

- **React.** Interface
- **Vite.** Build tooling
- **Messaging integrations.** LINE, Facebook, Instagram, WhatsApp and KakaoTalk, as presented on the site

The live product

mimira.tech



About Ecomsy

Ecomsy (SMC-Private) Limited designs and builds websites, Shopify stores, web apps and mobile apps for businesses in Pakistan and around the world. We work in small senior teams, from first design to launch and beyond.

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