

Revo SM Success Story

Wm Clinics

“We don’t call it a ‘ticketing system’ – it’s a service request platform – it’s for everyone, not just IT”

WM CLINICS



Introducing Wm Clinics

Founded in 2002, [Wm Clinics](#) is a leading provider of aesthetic medical services in Europe. Operating under its flagship brand, Dorsia, the company has built a strong presence in Spain and growing operations in Portugal. Today, Wm Clinics manages a network of nearly 100 owned and 50 franchise-operated clinics, delivering treatments to close to seven million customers. Ensuring smooth internal operations and consistent customer experiences across a growing, distributed organisation was recognised as a critical factor for ongoing success.

A change in ownership in 2023 brought a new executive team and sparked a company-wide transformation aimed to drive Wm Clinics' future growth both nationally and across European markets. The implementation of a modern service management system was a key enabler of the transition to this new management model, streamlining workflows and significantly improving efficiency.

Feature stats

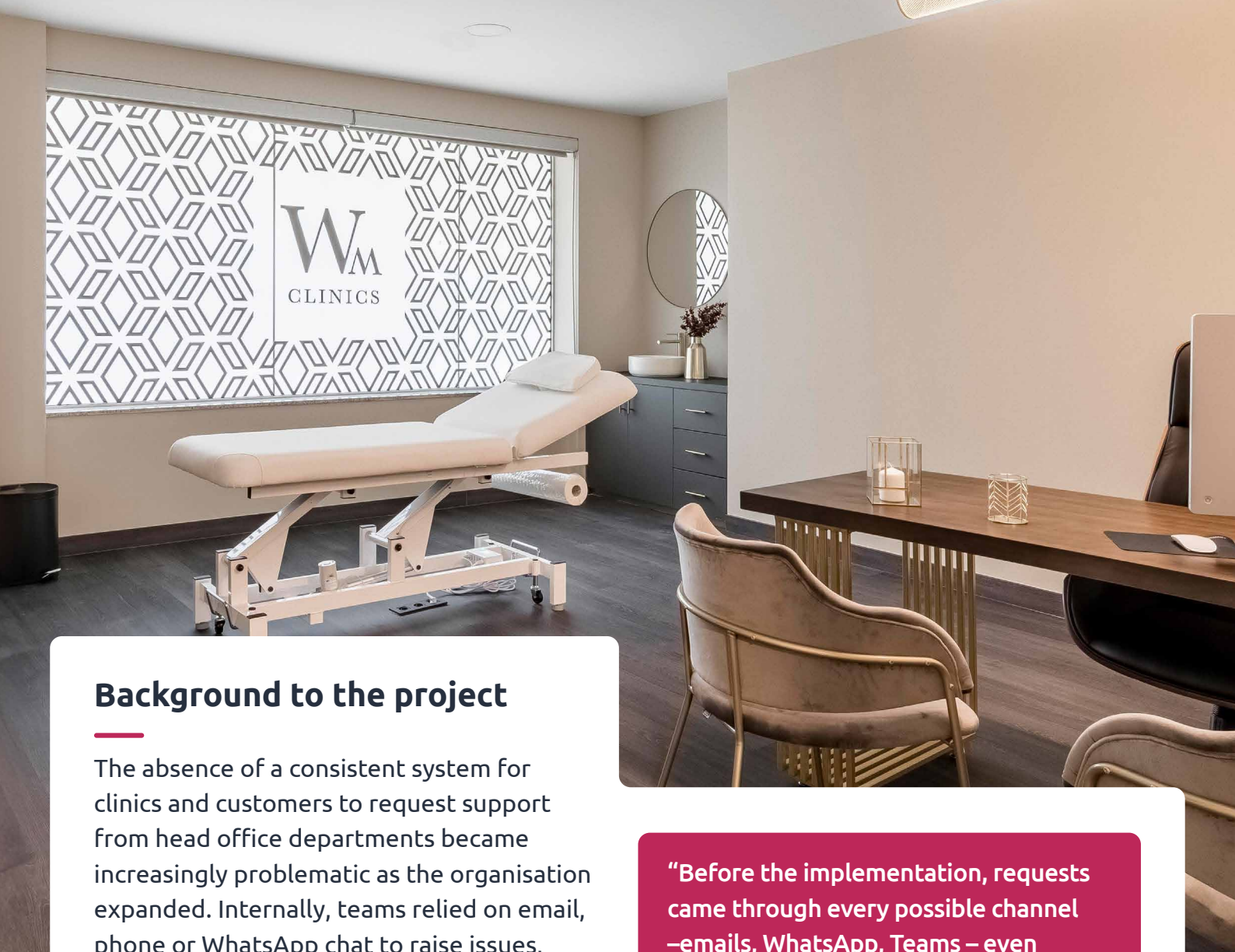
150+
Clinics

2,000+
Internal users

7 million+
Customers

“This project perfectly represents the new phase Wm Clinics is entering. Following the change in ownership and the arrival of a new executive team in mid-2023, we are driving a company-wide transformation – a new business plan, a renewed management model and a new culture focused on efficiency and data. The collaboration with Revo has been key in laying the technological foundations for that transformation.”

José Sanchez
CEO of WM Clinics



Background to the project

The absence of a consistent system for clinics and customers to request support from head office departments became increasingly problematic as the organisation expanded. Internally, teams relied on email, phone or WhatsApp chat to raise issues, without any way of tracking progress. It was also unclear who owned a request, allowing issues to easily fall through the cracks. Customer interactions were equally fragmented, with no unified way for patients to request medical records, submit complaints, or follow up on treatments.

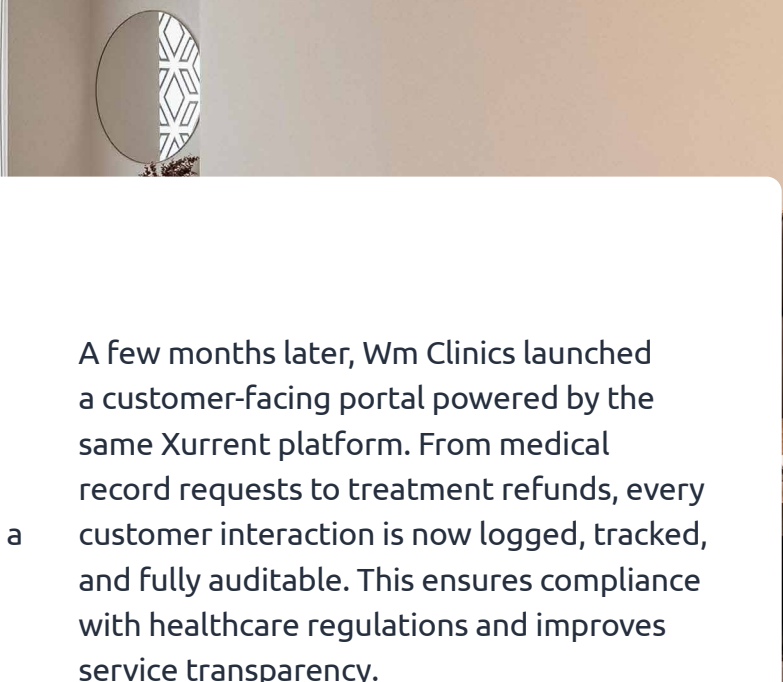
When CEO José Sanchez joined in mid-2023, he championed the introduction of a new platform to standardise request management and drive operational efficiency. Drawing on his previous experience, new CTO Francisco Castillo recognised that Xurrent provided the functionality and scalability required. He brought in Revo as a trusted partner to lead the implementation.

“Before the implementation, requests came through every possible channel – emails, WhatsApp, Teams – even phone calls. It made it hard to track issues, harder to respond efficiently, and nearly impossible to measure performance.”

Francisco Castillo
CTO, Wm Clinics

“I’d worked with Revo before, and we’d benchmarked Xurrent against other major platforms, so I had full confidence – not just in the technology, but also the team.”

Francisco Castillo
CTO, Wm Clinics



The solution

Revo was set the challenge to develop and implement a centralised Xurrent solution that could handle requests from both internal teams and external customers – at scale, with consistency. What followed was a rapid rollout.

Within just six weeks, the internal service management platform was live across the technology department, quickly expanding to HR, finance, and other key business functions. Designed to streamline communication across Wm Clinics' 150 plus locations, the internal platform has transformed how clinic teams interact with central departments, including IT, HR, finance, and procurement. With Xurrent, all requests are routed through a standard, structured platform with clearly defined workflows.

The internal support solution empowers nearly 2,000 employees with:

- 🔄 **Centralised request processing** – ensuring continuity, even when staff are unavailable
- 🔄 **Automated workflows** – for treatment reforms, prepayment orders, and product procurement
- 🔄 **Built-in reporting** – to track volume, SLA compliance, and identify trends

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Francisco Castillo
CTO, Wm Clinics

A few months later, Wm Clinics launched a customer-facing portal powered by the same Xurrent platform. From medical record requests to treatment refunds, every customer interaction is now logged, tracked, and fully auditable. This ensures compliance with healthcare regulations and improves service transparency.

The customer solution supports Wm Clinics seven million plus customers with:

- 🔄 Treatment refund requests
- 🔄 Processing prepayment orders
- 🔄 Requests for medical records

Each workflow is automated, ensuring requests are routed to the right teams, follow appropriate approval chains and are fully traceable from start to finish.

“From the beginning, Wm Clinics had a clear vision: to build a robust platform that would not only solve immediate operational challenges but scale with their growth. This collaboration shows how technology, when implemented strategically, can accelerate organizational change.”

Simon Martin
CEO, Revo



Impact

By consolidating fragmented communication channels into a structured service management solution, support teams are now able to respond faster and more consistently – both to internal and external requests.

The Xurrent platform also provides full transparency into ticket volumes, response times, and recurring issues. This visibility enables teams to identify trends and patterns, prioritise improvements, and proactively address root causes rather than react to symptoms.

“If you can measure something, you can create a plan. Thanks to Revo, we can measure everything – number of tickets, SLA performance, resolution times. This visibility helps us react better.”

Francisco Castillo
CTO, Wm Clinics

From an efficiency standpoint, the ability to support millions of patient interactions and thousands of employees with a lean support team is a significant benefit. This level of scalability is made possible by Xurrent’s licensing model, which allows broad external access without the need for individual user licenses – keeping operational costs under control as the business continues to grow.

“The implementation of Xurrent with Revo has not only standardised our operations, it has also helped embed a culture of efficiency and data-driven decision-making. It’s a crucial part of our evolution towards a management model designed to sustain growth both in Spain and across Europe.”

José Sanchez
CEO of WM Clinics

In addition, the initiative has been a key driver of cultural transformation, helping embed a mindset focused on operational excellence, accountability, and data-driven decision-making across the organisation. By standardising processes and providing transparency into workflows, it empowers teams to work more efficiently, make informed decisions, and proactively identify areas for improvement.

Looking ahead

Beyond transforming how Wm Clinics manages requests, the implementation lays the foundation for rapid and sustainable growth – which is particularly important given the company’s significant expansion plans. With a scalable, data-driven platform now in place, the company is equipped to support its ambitious expansion plans – both nationally and internationally.

Revo continues to work with Wm Clinics to extend its capabilities even further.

The next phase includes:

- The rollout of a joiners, movers and leavers (JML) workflow, designed to centralise and automate employee onboarding, offboarding, and internal transitions.
- More advanced product and equipment request workflows.
- Further expansion into new support areas, with marketing next in line to adopt the system.

“This development has been particularly meaningful within our broader transformation process. Since mid-2023, we’ve been redefining how we operate as a company – new leadership, a new strategic plan and a renewed focus on management efficiency. This means more agile teams, well-defined workflows and first-class technology supporting how we work.”

José Sanchez, CEO of Wm Clinics

Highlights from this success story:

Centralised request platform

All requests are now dealt with via Xurrent, eliminating email and chat silos for faster, more consistent issue resolution

Clear, auditable workflows

Every staff or patient request is tracked end-to-end, ensuring accountability and regulatory compliance

Time-saving automations

Prebuilt workflows for common requests reduce effort and speed up response times

Scalable solutions

The system supports thousands of employees and millions of customers – without a proportional increase in support team size

Data-driven decision-making

Smart reporting features track trends, monitor SLA performance and highlight service gaps to inform targeted improvements

Cost-effective access

The licensing structure means the system can grow with Wm Clinics staff and customer base, while keeping costs predictable

For more information,
[explore our Xurrent service management services](#)