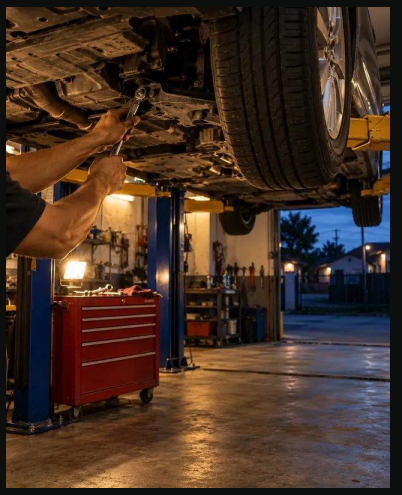
Kálu CRM

A YC CREAT1VES case study

The customer, booking and Messenger app for small Philippine shops, taken from a name to a live product in seven days.

The shutters
come down at six.
The customers
keep messaging.
Someone should answer.



The brief: salons, clinics, gyms and repair shops in Pampanga run on Facebook Messenger and a notebook. Bookings get lost, regulars are forgotten, and the night’s messages wait until morning.

One studio, the whole product

Client

KáluCRM, the studio's own software product, launching in Pampanga.

What the studio did

Naming, brand identity, product design, the clickable prototype, the web app, the AI assistant, the website and the marketing kit.

Timeline

Named on 15 Oct 2026. Live app on 22 Oct. Website on kalucrm.com on 23 Oct.

Status

Live, starting with a few pilot shops in Pampanga.

- **Name and voice**
- **K signal logo**
- **Agent Kal portraits**
- **Clickable prototype**
- **Web app**
- **Agent Kal AI**
- **kalucrm.com**
- **Marketing kit**

Kálu means dear one

Kálu comes from *kaluguran*, the Kapampangan word for a dear one, because every customer should be treated like one. The accent marks the stress.

The mark is the K signal: a white K on the brand green with a red dot that means “always online”. The dot became the product’s one graphic idea.

KáluCRM

Every customer, remembered.





Agent Kal, the shop’s virtual assistant, in two painted looks. Each shop picks the look, name and pronouns its customers see.

The whole shop, one screen

Today

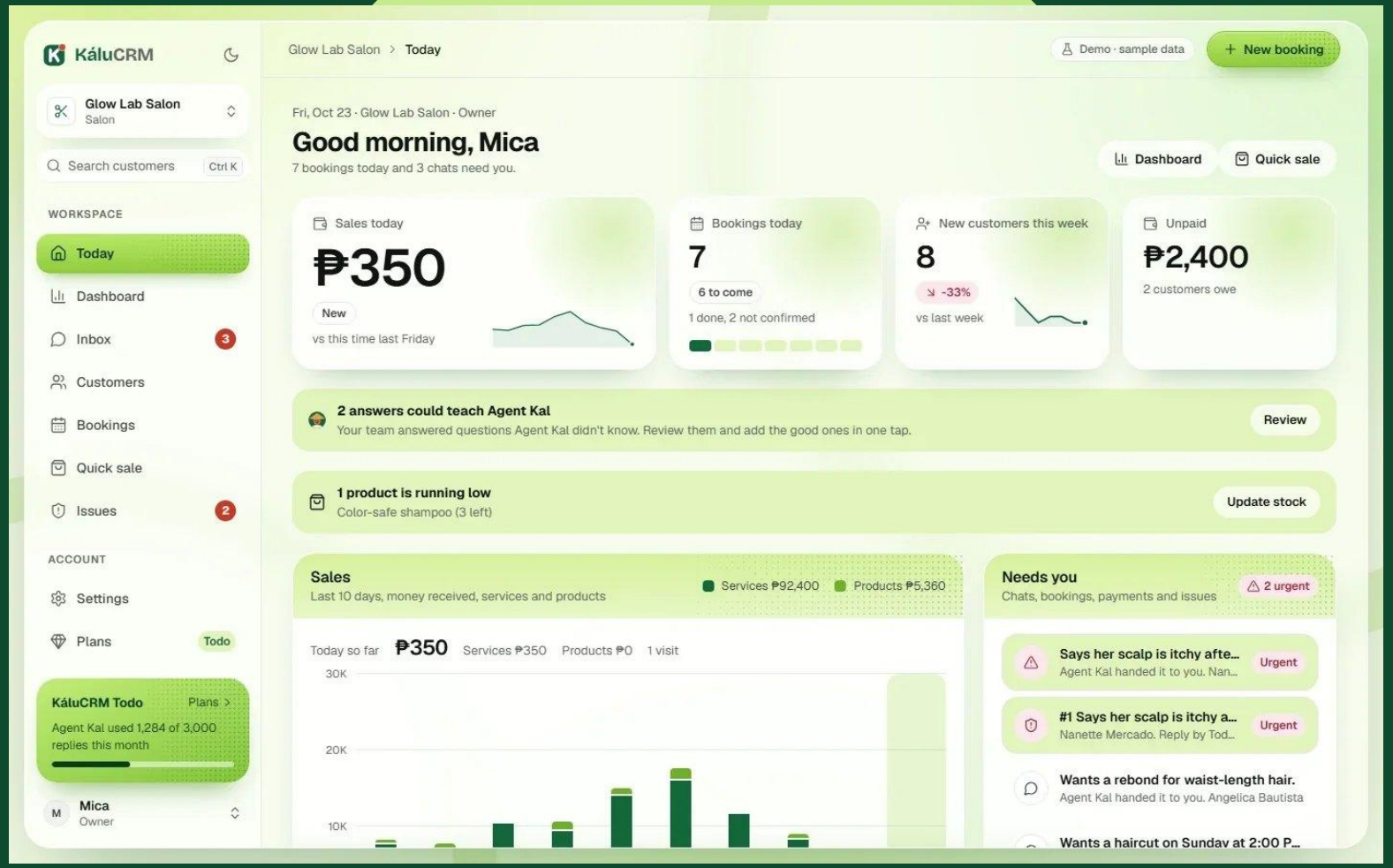
What's booked, who still owes, and the chats that need a person.

Bookings

A calendar per stylist, dentist or coach. No double bookings.

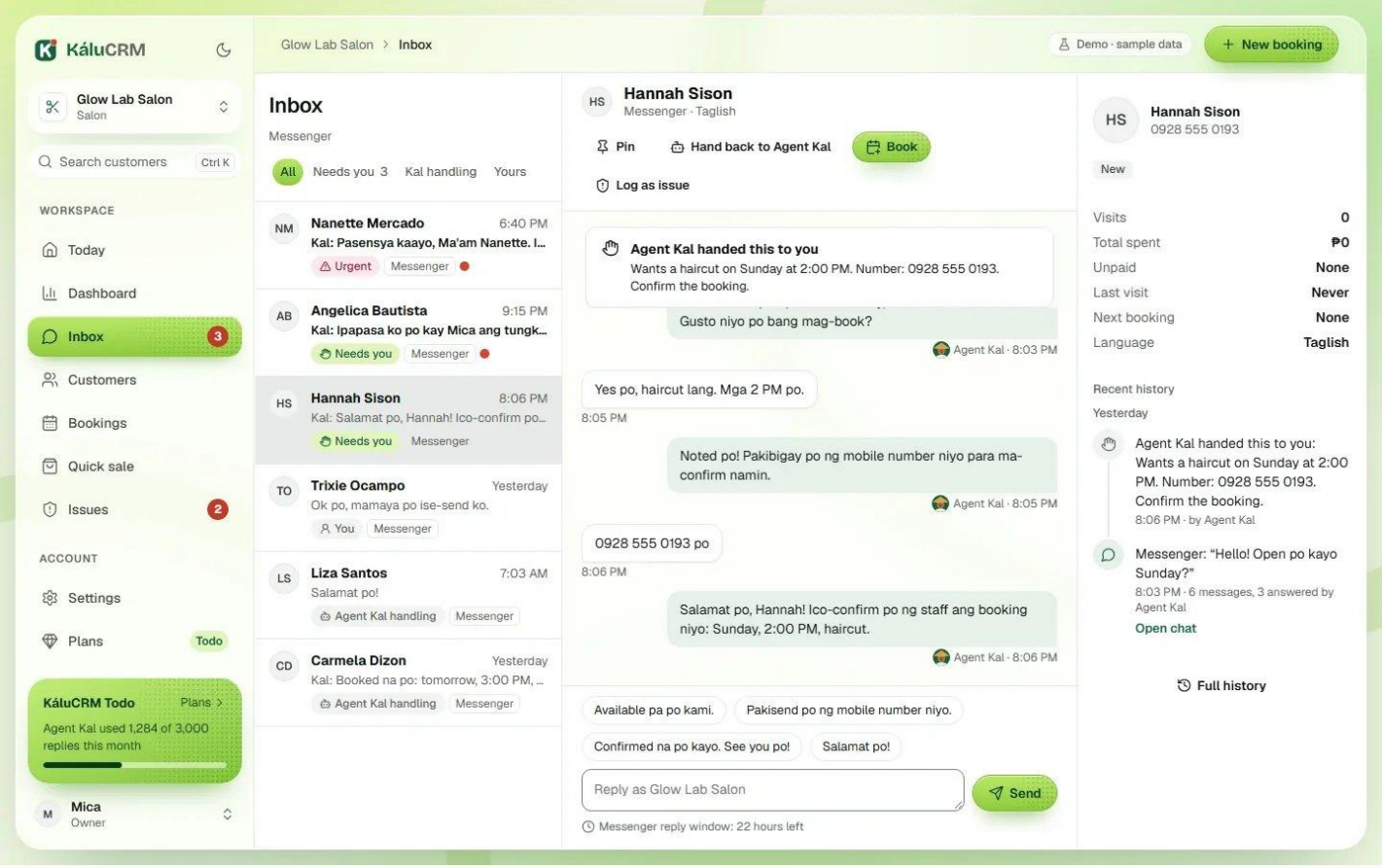
Payments

Cash, GCash, Maya, card or bank, with a receipt on Messenger.



Sample shop and data from the KáluCRM demo.

An AI front desk, with rules



- **Answers in their language**

  Taglish, Tagalog, Cebuano or English, mirroring the customer.

- **Hands over what matters**

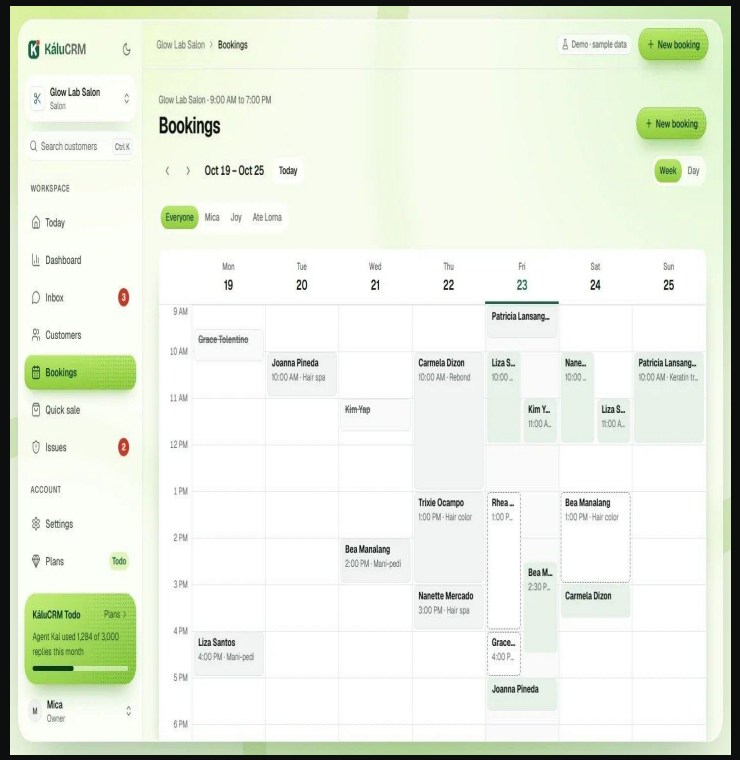
  Bookings, complaints and anything urgent go to a person, already summed up.

- **Learns only with a tap**

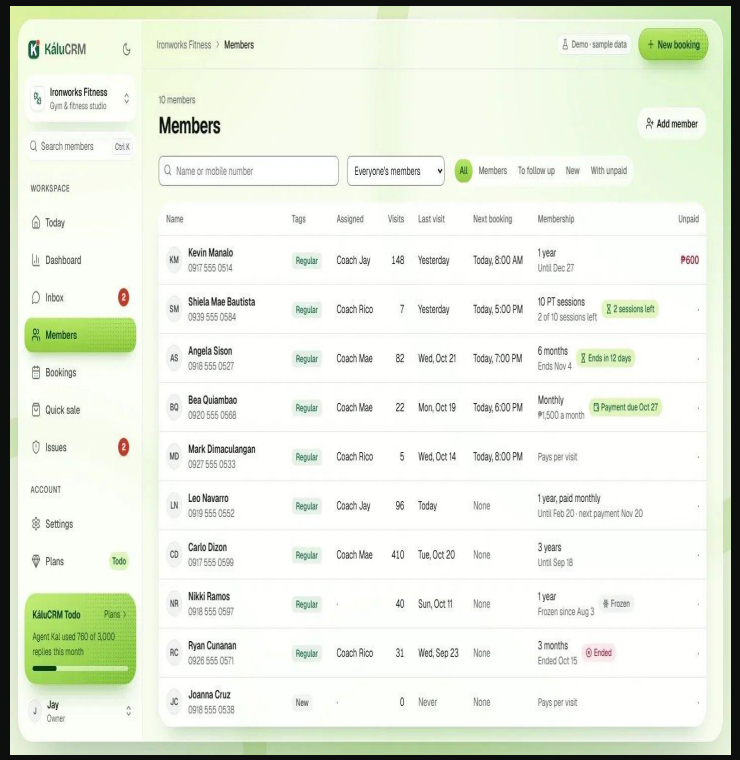
  States only what the shop has taught it. New answers need the owner's approval.

Agent Kal runs on Claude Haiku and never claims to be human.

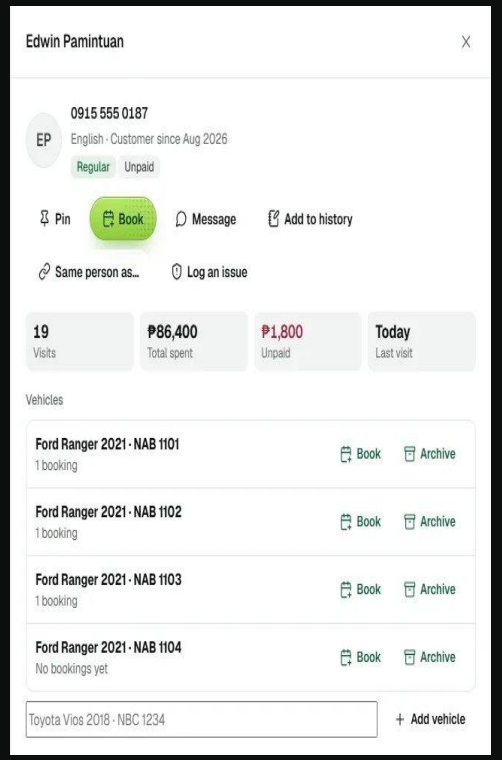
Built for real shops



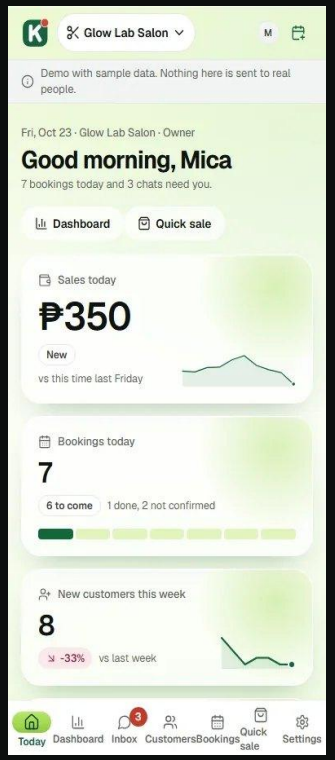
No double bookings



Memberships and packages



One customer, four cars



Works on a phone

Seven days, one desk

One night

The name, the voice and the K signal mark.

Two days

A clickable prototype with 13 sample shops.

Seven days

Alongside it, the real app, milestone by milestone: sign-in and roles, customers, bookings, payments, memberships, the inbox, complaints, Agent Kal, reminders.

Two days

Live hosting, kalucrm.com and a security pass.

Prototype before code

Owners clicked through a demo of their own kind of shop before anything was built.

Security from day one

Hosted in Singapore with audited providers, each shop walled off, two-factor for admins.

Tested on every change

More than 200 automated tests run before anything goes live.

From a name to a live app

7 days

KáluCRM was named on 15 October 2026. Its app went live on 22 October, with the website on kalucrm.com the next day.

13

kinds of shop, each with its own sample business in the demo

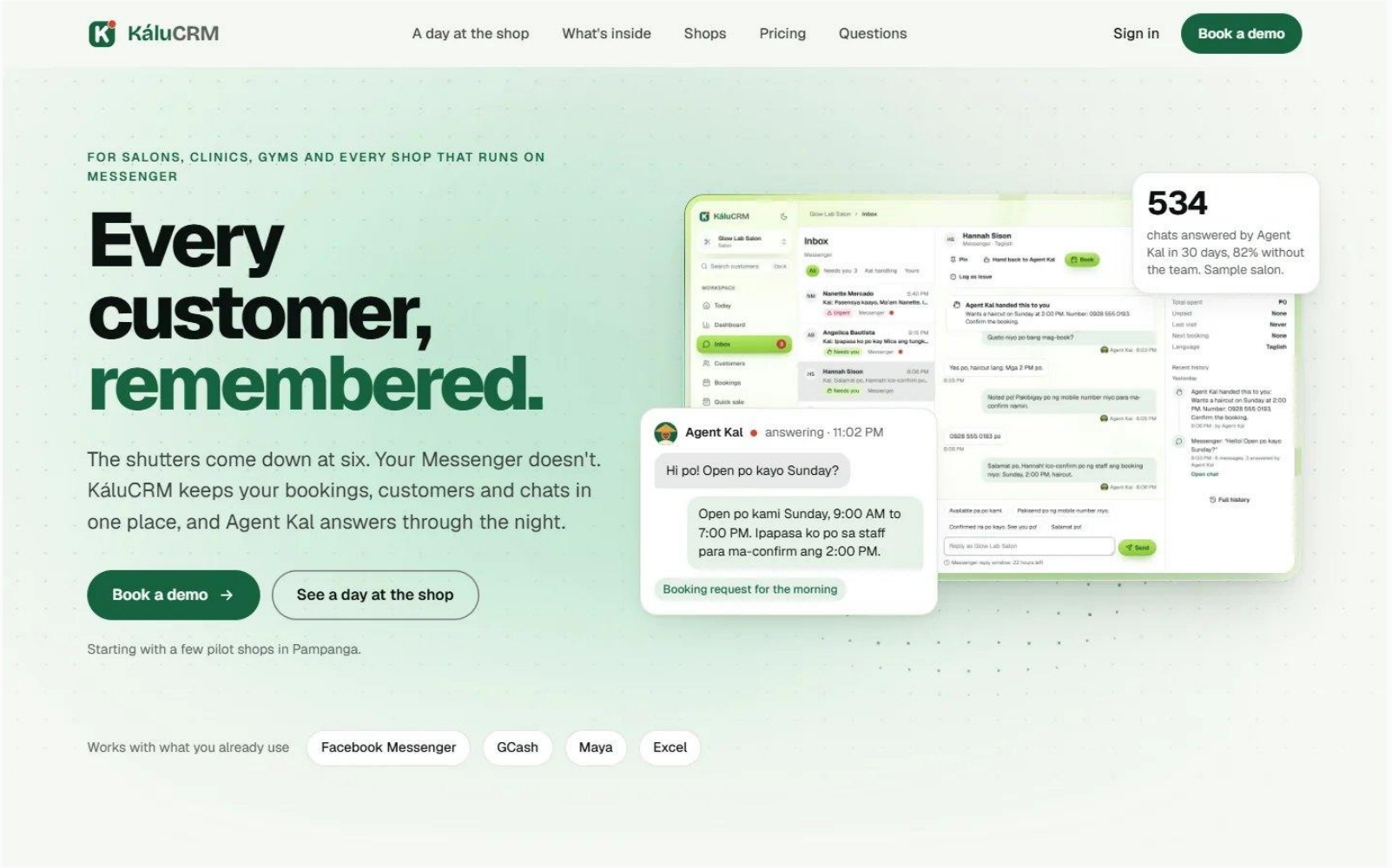
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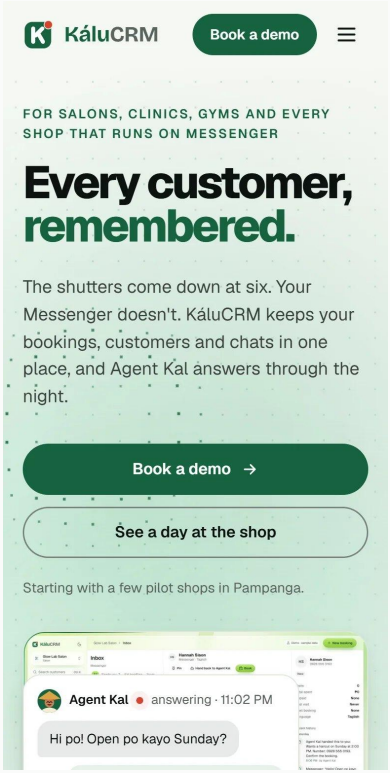
languages Agent Kal answers in

200+

automated tests guarding the app

Then the website, live





kalucrm.com sells the product in the owner's own words. Real screens only, a demo request that answers with a branded email, and a phone layout of its own.

Thirteen kinds of shop



Salons

Glow Lab Salon



Clinics

Dela Cruz Dental



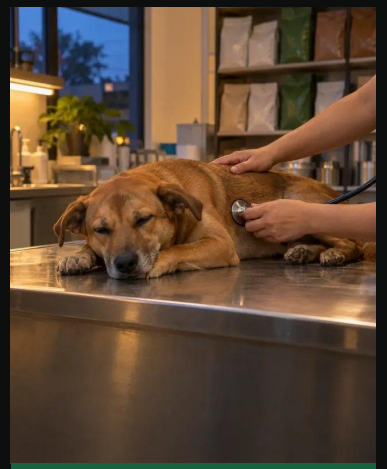
Gyms

Ironworks Fitness



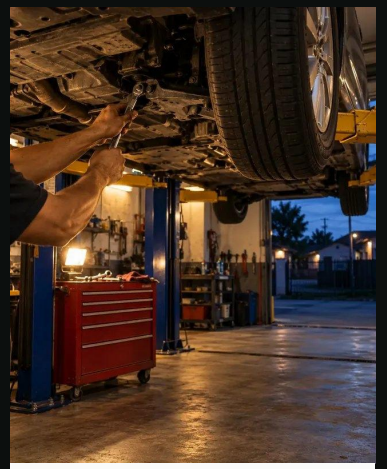
Tutorial centers

Bright Minds



Vet clinics

Paws & Claws



Auto repair

Santos Auto Care

Each kind of shop has its own words in the app (patients, members, pet owners, parents) and its own sample business in the demo, all in Pampanga. The shop photos and the Agent Kal portraits show no real shop or person.

What you get from the studio

One point of contact

Strategy, brand, design and code from the same desk. No hand-offs.

A prototype first

You click through your product before a line of real code is written.

Real screens, real tests

Captures from the working build, tests on every change, security before launch.

Yours to keep

Your code, your domain, your accounts. Hosted where you can see it.

Your product, next

Tell me what you want to make. A reply comes within one working day.

me@yongcaballero.com

www.yccreatives.com/kalucrm · www.yongcaballero.com · linkedin.com/in/yongcaballero

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