Lebanese Programmers

Massar

dV3bv1

The Complete Workforce Recruitment ERP

From lead to repatriation — a unified platform for domestic workforce recruitment agencies across the GCC & MENA region.

15+	3	360°
Modules	Languages EN / AR / FR	Workflow Coverage

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What is Massar?

Product Overview

Massar is a full-featured SaaS ERP & CRM platform built exclusively for domestic workforce recruitment agencies. It manages the complete employment lifecycle — from the first client inquiry to worker repatriation — in a single, integrated system.

Who Is It For?

Recruitment agencies, manpower suppliers, and staffing firms operating in Lebanon, the GCC, and the broader MENA region.

Core Modules

CRM & Leads

Track leads from first contact through qualification, follow-up, and conversion.

Recruitment Pipeline

Kanban-style pipeline with 14+ stages: from job order to residency renewal.

Worker Management

Complete profiles, documents, visas, medical records, and contract history.

Employer Management

Client profiles, job orders, contracts, balance tracking, and activity logs.

Finance & Invoicing

Invoices, payments, commissions, agency settlements, and overdue tracking.

WhatsApp Automation

Template library, triggers, campaigns, live chat, and inbox management.

Calendar & Tasks

Interviews, flights, embassy appointments, document expiry reminders.

Reports & Analytics

Revenue, pipeline, leads, workers, embassy delays, and team performance.

Key Features & Technology

Built for Scale, Security & Speed

Ø<ß Multilingual RTL Support

Full Arabic (RTL), French, and English interface — switchable per user session.

Ø=Ý Role-Based Access Control

Granular permissions: Super Admin, Manager, Agent, Finance, Viewer.

Ø=ÜË Document Tracking

Passport expiry, visa dates, medical results — automated alerts before expiry.

Ø>Ý WhatsApp Bot & Campaigns

Automated messaging workflows triggered by recruitment events.

Ø=ÜÈ Real-Time Dashboard

Live KPIs: active applications, overdue invoices, workers in transit, conversion rates.

Ø=ÝÂþ Kanban Pipeline

14-stage visual board from Job Order to Residency Renewal.

Ø>Ýþ Invoice & Payment Engine

Multi-currency (USD, AED, SAR, KWD, LBP, EUR) with commission tracking.

Ø=ÜÆ Smart Calendar

Interview scheduling, flight tracking, embassy appointments with linked records.

Technology Stack

Frontend:	React + Vite + TypeScript + TailwindCSS
Backend:	Node.js + Express + Drizzle ORM
Database:	PostgreSQL (fully relational schema)
API:	RESTful + React Query (auto-caching)
Deploy:	Cloud-hosted SaaS — zero local setup required

& þ Deployment

Fully cloud-hosted SaaS. Each agency gets an isolated environment with their own data, branding, and user roles. No installation required.

Ø=Ý Security

Session-based authentication, HTTPS encryption, role-based data access, and audit activity logging on all critical operations.

Ready to Transform Your Agency?

Massar is available as a monthly SaaS subscription with full onboarding, data migration support, and dedicated training for your team.

Starter

Contact Us

- Up to 5 users
- Core CRM & Pipeline
- Basic Finance
- Email Support

Professional

Contact Us

- Up to 20 users
- All Modules
- WhatsApp Automation
- Priority Support

Enterprise

Custom

- Unlimited users
- Custom integrations
- Dedicated onboarding
- SLA guarantee

Get in Touch

Request a live demo and see Massar in action with your agency's real workflow.

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Ø=ÜÍ Beirut, Lebanon — serving GCC & MENA

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Workforce ERP by Lebanese Programmers