

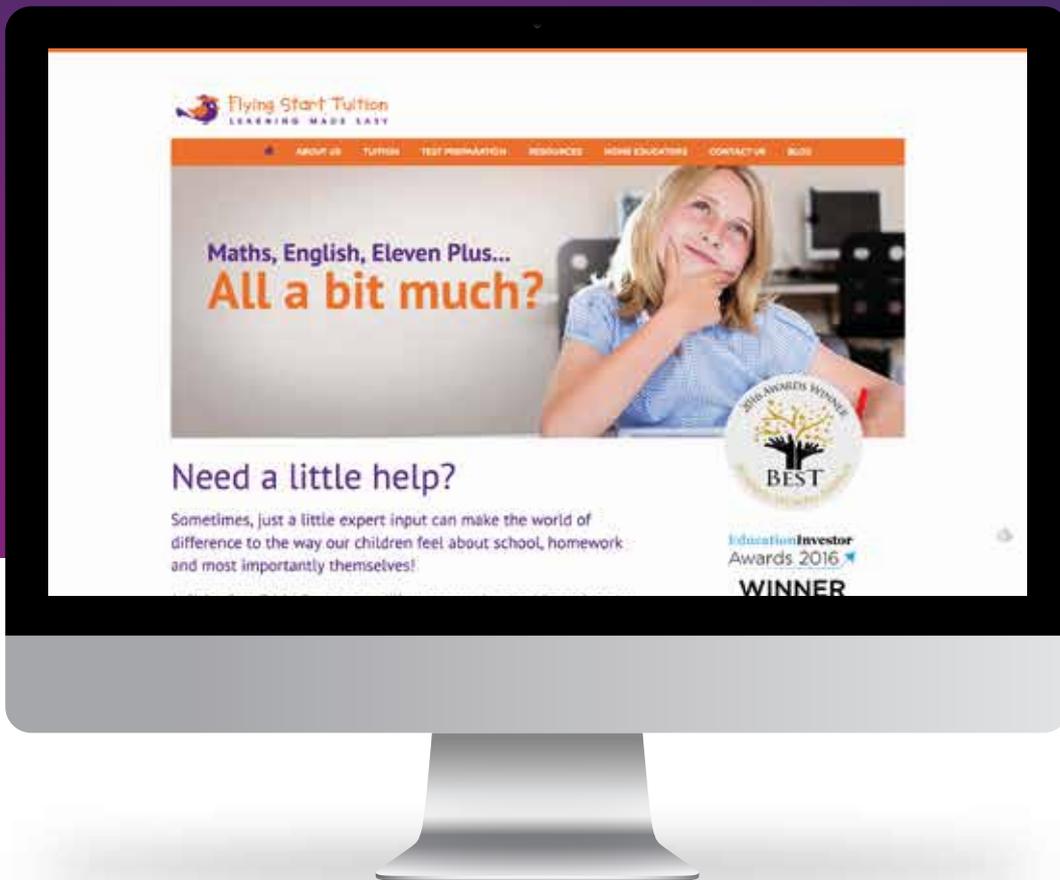


We were fed up of maintaining our information in all different systems and having to constantly work between them. We chose IO42 because they could work with us to build something that truly fits our needs - an integrated system that is designed around our core business, and doesn't have extra functionality we will never need or use.

Sian, MD Flying Start

Flying Start started off very small, with founder Sian Goodspeed working from her kitchen table. Soon enough, however, the tutoring service had grown to a fully-fledged tutoring business and at the same time had outgrown its website. In addition, when Sian approached IO42, she also knew that the off-the-shelf packages she had "sewn" together to house all her business and customer information were creaking, and were not quite fit for purpose. Her staff had adapted existing software packages to meet their needs, but their workarounds were proving time-consuming - and costly - and were therefore inhibiting her ability to scale the business.

She approached IO42 to see if we could help. She looking for a website redesign which would mean the site wouldn't just meet Flying Start's needs now, but would also scale, and grow with them as the business continued to grow. She was also looking for a way to bring all her systems together so that it was more efficient for her staff, as well as giving her more flexibility when it came to storing data and reporting on key business metrics.



WHAT WE DID

IO42 started by redesigning and rebuilding the Flying Start website. Sian was very happy with her business's branding, and her signature purple and orange colour palette, so that was our starting point. She also had some high-quality images of children taking part in Flying Start's classes, so we made sure we built those in. We added child-friendly elements that brought to life the tutoring concept, along with logos representing Flying Start's many awards, and made sure the content had a customer-focused feel so parents would find the information they were looking for. In addition, as Flying Start grew, so the website had grown, so we worked

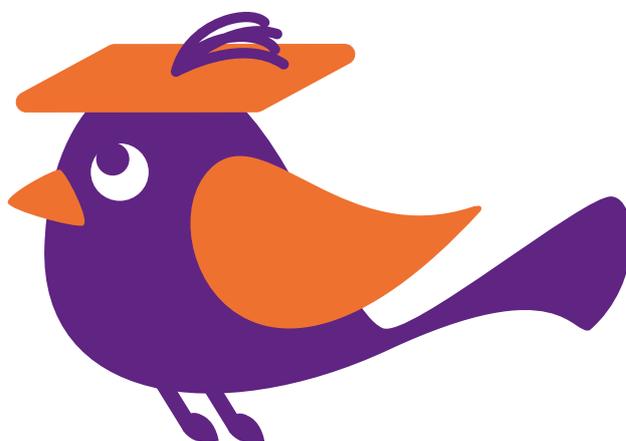
with Sian to pare back duplicate content, and restructure the site so that customers could find what they needed, and Google and other search engines could search the site efficiently and effectively.

We also made the website fully responsive, meaning it can be viewed on any screen size in a format fit for that device. This was a capability that her previous, out-of-the-box, templates site hadn't enjoyed. Lastly, we have built a tailored content management system into the whole site, so Sian & staff now have the ability to edit and update the site content any time they want, on any



device they want, wherever they are - all they need is an internet connection! This gives the business a flexibility and reactivity that had been missing before.

As part of our monthly maintenance agreement, Flying Start have access to ongoing Google Analytics reports, and we meet quarterly to provide synthesis of the data, as well as insight at an industry level. We offer advice on content needed to boost the business's search results in online search engines (a service we call Search Engine Optimisation, or SEO), and also maintain all the code and additional data that make the website appear as high as possible on Google and Bing. With IO42 all this knowledge and expertise comes as standard. We're not here just to build a website - we're here to help you grow your business, and we will stay with you every step of the way.



THE RESULT

The results speak for themselves - mobile usage is up on average 50%, and this is driving overall visits to the site up, with nearly three times the number of sessions recorded in July 2017 as were recorded in the first month after launch. The proportion of visitors who are new is also rising, as Flying Start have integrated the new website with their email communications, proving that a high-performing website is critical to making sure you get the most out of your marketing campaigns. In short, a successful website drives a successful business.

But Sian didn't stop there. IO42 has developed a prototype booking system for Flying Start, which has been used for the first time by customers this summer. Custom-designed and built, the system is pre-populated with Flying Start's locations and tutors, and allows staff to upload new courses in a matter of minutes. Places automatically count

down as customers book, to make sure nobody is disappointed once they're full. A custom-built back end provides critical information about the children attending Flying Start's courses, and a bespoke reporting suite allows Flying Start to start keeping track of key business KPIs - all critical things for a growing business serving children. In addition, it removes admin overhead, therefore reducing costs.

The Flying Start vision is that, over time, as Sian's business grows, this system will grow alongside, eventually becoming a fully-fledged CRM that is custom-made for her business. In order to achieve this, IO42 has worked with Sian and her staff every step of the way, gathering and filtering requirements, designing and building in sprints so they can test as they go, and releasing in a controlled manner so the changes it brings within the business can be managed closely, minimising disruption.

 www.flyingstarttuition.co.uk



GET IN TOUCH

At IO42, we are wholly focused on delivering superlative experiences that are customised to your business's needs and customers love. We produce marketing websites, phone apps, booking systems, ecommerce sites, secure membership systems, and much, much more. We can also set up, manage and maintain IT networks.

We work hard to understand exactly what you need, so you're not paying for things that sound great, but your employees or your customers will never use. We don't use templates or out-of-the-box solutions, so you know that when you work with us, your business will stand out from the crowd.

Get in touch now for a discussion on what your business really needs.

IO42

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