

AUTTO.

CASE STUDY

Parker Practice

Exploring and executing automation for the delivery of its online coaching programmes

The Parker Practice, a consultancy offering high-end health, diet and wellbeing programmes, has been a customer of AUTTO for over three years.

Its use of AUTTO has transformed the delivery of its online coaching offering 'The Livestream Programme', fueling an impressive growth of the whole business.



**PARKER
PRACTICE**

CUSTOMER

The Parker Practice

WEBSITE

www.theparkerpractice.com

COUNTRY OR REGION

United Kingdom

INDUSTRY

Health and Wellbeing

CUSTOMER PROFILE

The Parker Practice is a consultancy offering high-end health, diet and wellbeing programmes

THE PROBLEM

In 2019 The Parker Practice faced a big challenge – how to keep up with demand and respond to the huge interest in its new Livestream Programme.

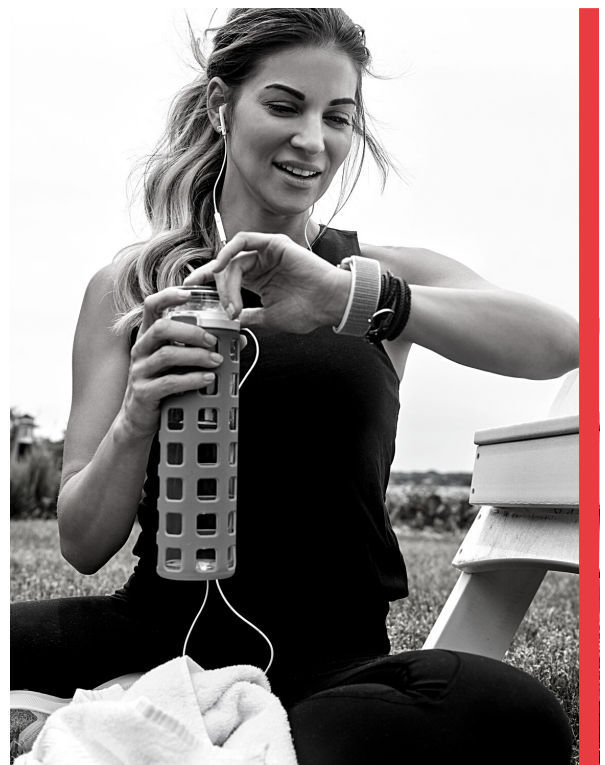
Developed following the success of its bespoke one-to-one nutrition and lifestyle offering, *The Livestream Programme* was developed to take small groups of clients through a 12-week lifestyle change scheme.

The project, which is delivered entirely online, coaches weight loss, well-being and habit change and includes 12 weeks of online group webinars by expert dieticians, an in-depth handbook tailored to each individual's energy needs and weight goals plus a recipe guide customised around these needs.

It was the development of this pack that proved challenging and where AUTO was able to provide a solution by automating the whole process. Producing the pack manually for each individual took two to three hours. With 14 participants in a programme, the number of hours required soon added up to make it almost impossible.

The customer needed a system that could gather vast amounts of client data which could then easily and quickly be assimilated to produce a bespoke manual for each individual enrolled on the programme.

This job was being carried out by the Practice's expert nutritionists, but with only a handful on board, running this process manually was simply not an option. If the business was to realise its growth potential, it had to find a solution that could meet the huge demand the new programme had created.



THE OUTCOME

Using AUTTO's easy no-code drag and drop editor, The Parker Practice was able to transform their knowledge into a digitised process. They created a series of online questionnaires, each straightforward for clients to complete, at the beginning and throughout the programme.

The information gathered in these forms then went through a workflow of automated calculations and rules, stored client information in secure data tables to generate the perfect pack tailored to that individual's needs in a couple of minutes. This was then checked, approved and given the personal touch by a nutritionist before being sent to the client.

Conclusion

Using AUTTO has reduced preparation time per client from hours to just minutes. This ensured the Parker Practice's experts were using their expertise to provide support and advice to clients and not wasting time on data gathering and formulaic work.

As the programme developed, the AUTTO system allowed tweaks to be made to the information the nutritionists required from new clients and the corresponding output on the generated report to be changed in minutes, not days as it had previously taken. It allowed the business to meet the extra demand and still deliver the high-end advice and support its clients had come to expect from the brand.

The Parker Practice had successfully executed an entirely new, digital-first business model.

Little did they know it at the time but the programme was up and running just in time for the COVID pandemic which was to shut all their in-person clinics.



CASE STUDY PARKER PRACTICE

There was one final, and unexpected bonus, the aggregation of client data throughout the programmes into AUTTO data tables helped the business generate new insights into its client base.

The Parker Practice is a small consultancy, so what of the cost? Was the use of AUTTO financially draining?

Ian Gosling, AUTTO CEO, explains



The cost of automation has previously been too high for knowledge-intensive SME's to be unique to a particular business. But the low-code automation solutions now available, like AUTTO, democratise technology making automation more accessible to the everyday business user like The Parker Practice.

The use of our no-code (drag and drop) platform means that small companies with no IT departments can build, operate and support their own digital systems with non-technical staff on a budget a few thousand dollars a year.



ABOUT AUTTO

AUTTO is digital transformation simplified.

AUTTO is a platform for Digital Transformation. It enables knowledge workers to quickly and easily build digital workflows, tables and integrations to meet their business needs without writing a line of code. AUTTO frees your team's time with tech, empowering them to own the digital transformation of their work.

AUTTO empowers knowledge workers to turn ideas into automated digital workflows rapidly. You can launch these workflows and then improve, extend and connect them (to each other and external systems) to digitally transform your business step by step.

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