

The Cutting Edge of Technology – Nailed!



“

Effective technology is critical for us, the business would not survive without it.

”

Raj Zavery, POD Chiropody and Laser

As experts in the treatment of fungal nails, verrucae and warts, the use of state of the art laser technology, not often seen outside of Harley Street, is at the heart of the service POD Chiropody and Laser offer their patients. As the business started to grow, the Littlethorpe based clinic was continuously held back by unreliable internet connections, poor reception and slow speeds. Directors Zoe and Raj Zavery knew it was time to take action.

What were the challenges?

Raj: As our workload increased, we began to have more issues. It was no longer practical to operate the whole business with everyone sharing one computer; it took forever to upload large files to our website and our connection was very unreliable. You could guarantee that we'd experience problems at the most inappropriate time such as inputting data whilst a patient was waiting.

How has fibre broadband made a difference?

Zoe: As soon as we made the change to superfast fibre broadband we noticed the difference immediately. When we make changes to the website these days it's instantaneous. No more waiting for that upload bar to crawl across the screen - it all happens at the press of a button. We have added an online shop to the site which is proving a successful addition to the practice. We get up to 40Mbps which allows us to do lots of online tasks at once. We can upload images, read emails, update social media and surf the internet all at the same time. Because of our new set up we can also access the system from anywhere in the building on multiple devices with no issues. We now take for granted that our connection is strong and reliable; customer service is never affected. Effective technology is critical for us, the business would not survive without it.

Are you getting the most from fibre broadband?

Raj: To help us optimise the technology, we have been on a number of excellent workshops from the Chamber's eBusiness Club - the latest one was 'Blogging for Business'.

I enjoy technology and am mainly self-taught, but having that expert input on how to utilise various applications and social media platforms to drive your business forward in an effective way is invaluable. I have honed my website building and associated skills to a point where I am frequently approached by other health-related businesses to provide websites for them.

How Superfast Broadband has helped POD Chiropody and Laser:

- Strong, more reliable connection
- Faster upload and download speeds
- Increased use of online marketing and social media

How have you put the learning from the workshops into practice?

Raj: We use a lot of paid online advertising but following the workshop I've developed a better understanding of the importance of generating content for marketing over and above self-promotion. I've also learned that you need to devote the time to do it properly, professionally and in a way that you can measure your results.

Producing and sharing useful knowledge with the world in the form of a blog or a tweet endorses us as a professional practice. Having fibre broadband and the knowledge of how to use the marketing tools available allows us to take those opportunities.

The workshops also highlight areas of our business that need development and keep us abreast of how things are changing. I've already signed up for another two workshops.

What are your plans for the future?

Zoe: We're looking to upgrade our website, technology is constantly changing and you need to be aware of how it impacts on your business. We want to have a more sophisticated online shop, keep up to date with the developments of the key search engines and blog and use social media more effectively.

There are also tools out there that let us test and analyse how our potential customers are accessing our site and how well they are receiving our information. Without superfast fibre broadband we wouldn't have been able to do any of these things.



Podiatrist & Director Zoe Zavery

The Benefits of Superfast Broadband:

Many businesses that can already access fibre broadband are using it to maximise growth, expand their customer base and improve their bottom line. By having fibre broadband, not only will you be able to benefit from faster upload and download speeds, you can also run meetings by video link and reach customers through new, faster and easier to track methods of communication like Facebook and Twitter.

Plus, you can also use cloud based systems, which means you have access to the same tools as larger companies

– all with the same benefits, but for a fraction of the cost.

Superfast Fibre Broadband in Leicestershire:

- ✓ Leicestershire County Council's vision is to ensure that all premises can access superfast broadband speeds by 2018
- ✓ The current BT contract will ensure fibre broadband access to at least 72,000 additional premises
- ✓ Over 400 fibre enabled cabinets will be deployed as part of the BT contracts
- ✓ It is estimated that Superfast Leicestershire will generate £92m in economic growth by 2021

For further information please visit:
www.superfastleicestershire.org.uk



eBusinessclub.biz

The eBusiness Club

Helping you use technology to boost your business

At the East Midlands Chamber's eBusiness Club, we understand that you want to improve your business and make the most of every opportunity available to help you achieve that.

When it comes to technology, the range of opportunities on offer can appear to be both vast and daunting at the same time. From social media through to eCommerce, it can be all too easy to miss out purely through a lack of knowledge or even confidence.

That's where we come in. With great training, specialist support, workshops, consultancy and grant funding, we have everything you could possibly need to embrace, understand and use all levels of advanced technology to take your business to a greater level of success.



To find out more about workshops and training courses in Leicestershire please visit:

www.ebusinessclub.biz/Workshops-and-Courses