

# Case Study: Enhancing Business Wellness with Digital Transformation

## Canadian Digital Adoption Program (CDAP) Grant Recipient

### OVERVIEW

Successful organizations everywhere are embracing Digital Adoption because they understand it is the single most important opportunity that enables them to use technologies across all aspects of their business.

### Company Details

This client is a multi-disciplinary health services organization providing an array of professional wellness services to clients.

Operating since 2008



#### SECTOR

Offices of  
Chiropractors



#### HOME BASE

Kingston, ON

### CHALLENGES

As wellness practitioners, our client understood the need for a holistic approach for adopting digital solutions throughout their business practice. Our client identified a primary need to improve their overall digital footprint and provide enhanced online Ecommerce offerings, while not compromising on the quality of services for their clients.

### SOLUTIONS

For this client, we identified 3 key areas of opportunity in which digital adoption strategies will have immediate impact on their operational enhancements and growth potential.



Expanded Online  
Sales Capabilities



Cybersecurity  
Implementation



Digital Documentation  
& Centralization

### BENEFITS

1

**Expanded online sales capabilities with ecommerce platform** - Leverage a total online presence model where all tactics are working together to move prospects from awareness phase through to loyalty & referral phase.

2

**Improve cybersecurity measures through audit & implementation** - Investigate areas of vulnerability and improve overall security through enhanced hardware and software implementation.

3

**Improve operating organization through digital documentation** - Adopt cloud-based technologies to transition out of date operating practices into a more streamlined online approach.

