

CASE STUDY: Andy Larkin, WebPurity

The Background

Andy Larkin is based in Bournemouth, Dorset. He runs a busy and successful web designing company and has a large, nationwide client base. Andy also has two young children who he home schools and is presently travelling round the UK with them and his wife. Therefore he needed some extra help with running his business. Dominique started working with Andy in September 2012 and hasn't looked back since...



Why The Passionate PA?

Andy was initially looking for help in arranging meetings between himself and existing and potential clients. The business was expanding quickly and Andy did not feel he had the time, so he enlisted Dominique to lend a hand. Since September Andy has used Dominique for a multitude of tasks, projects, one-off queries and general 'help' – we've listed a few below. Whilst Andy and Dominique meet up once a month, most of the work done is remote, but Andy is always safe in the knowledge that Dominique is only ever a phone call away.

The Work We Do Together:

- ✦ Diary management and booking of meetings
- ✦ Liaising between WebPurity's clients and employees
- ✦ Management of WebPurity's content management system
- ✦ Overseeing website projects from start to completion
- ✦ Researching and ordering of branded promotional gifts for clients
- ✦ Proof reading of website content and blogs
- ✦ General business administration
- ✦ Invoicing and trouble shooting

In Andy's Words:

"The results of having a Passionate Plan were speedy! I am now able to concentrate on specific areas of the business because I know the administration and client liaison are in safe, caring and professional hands. I am able to attend more meetings because my diary is managed effectively, resulting in an increased customer base. After a couple of months, I asked Dominique to start managing WebPurity's CRM system too and she now organises website projects from start to finish, preparing the initial stages, gathering the website content, delegating the design work and liaising between the WebPurity team and the client to increase efficiency and ensure deadlines are met. Dominique is friendly and helpful when dealing with existing clients and their website queries, or potential clients who are looking for advice and a meeting with me. As WebPurity continues to expand, The Passionate PA will be an integral part of ensuring exceptional customer service and high quality websites". Andy Larkin, WebPurity.

**To find out more about WebPurity, visit their website www.webpurity.co.uk.
For more information about having a Passionate PA in your life or business call
07791 019 864 or email dominique@thepassionatepa.co.uk**