



DIGITAL
APTECH PRIVATE LIMITED

Case Study

For **BodyPrime**

About the Client

BodyPrime is a UK-based business that offers workout, diet, nutrition and fitness plans. These plans are subscription-based and are provided by trained and certified fitness experts. The business approached Digital Aptech to develop an attractive website with a great design, UI and UX that would list the brand's offerings in a visually appealing way. It also wanted the site to have a secure payment gateway integration for users to purchase subsc.

Client Details

Name: BodyPrime

Industry: Lifestyle and Wellness

Geographic presence: United Kingdom

Project Duration

Problem Statement

- There wasn't an existing dedicated website for the business.
- Potential clients were unable to get a clear idea of the services and offerings and could not find much details about the nutrition and workout plans.
- The business did not have any online presence, which limited its potential to reach out to a broader customer base.
- The overall exposure of the brand was highly stunted due to the absence of a website.

BodyPrime Partnered with DAPL to:

- Create a well-organized business website neatly listing all services and offerings of the business.
- Develop an attractive, user-friendly and responsive business website that will serve to attract customers
- A scalable solution which would allow the business to add to the list of its offerings as it expands its catalogue.
- Integrate a secure and efficient payment gateway for hassle-free payment of subscriptions.

Website: <https://www.bodyprime.co.uk/>

Technology used

Extension used

Challenges

- The brand did not have any virtual presence, which was limiting its growth and success as well as revenue generation
- The brand wanted to give its potential customers a hassle-free payment experience while paying for the subscriptions

Outcome of the Solution

DAPL delivered an amazing website to the client that is:

- Details and specifications of various services and offerings are listed clearly
- Is attractive and easy to use
- Users can access the business's services listing with only a couple of clicks
- Secure e-payment gateway along with encryptions

Core Business Impact

Customer Satisfaction: Customers of BodyPrime have been highly satisfied with the well-designed website, which features an easy user interface and attractive designs.

Cost Reduction: Streamlining operations has helped the brand to reduce the total overhead cost as the company is now serving more clients efficiently and reaching out to a broader client base.

Customer Relationship: A well-functioning and responsive website has contributed to higher customer engagement. This has helped in maintaining a superior customer relationship which promoted better revenue.

Improvement in Business Revenue: A fully functional website has helped the business to get a virtual presence that has helped it to reach out to its potential target audience and allowed it to bring in more customers.

Engagement Model: Dedicated model.

Certificates: