



Case Study: iVano Solutions

Speech To Text

iVano Solutions is a cloud-based dictation system delivering online transcription service to clients throughout the world. A special feature of the workflow management software eliminates the need for additional equipment by utilising the software's compatible dictation app.

More importantly, iVano affords clients the security of knowing that subject matter and transcription files are handled with extreme confidence by utilising secure encryption to receive and transfer client information.

With new products to promote, Ivano Solutions needed to find a digital marketing company that they could trust.

“Quite simply, Blinkered comes up with the goods and they have added tremendous value to our organisation in terms of its website presence and helping us to promote our products and services to a global market.”

**Ada Galloway,
CEO, iVano Solutions**

The Right Site

Ada Galloway, CEO, explains, “We now have additional products to promote and we wanted to do this with a new website.” A specification went out to several companies, however, Ada didn't like what came back in terms of price, barriers and the websites the companies had already produced. She reached out to Blinkered, and after a 60 minute meeting, the decision was made to award Blinkered the website design and creation project. Ada continued **“Kevin took away all the negative things about developing a new website and turned them into positives, he was a pleasure to work with.”**

“Blinkered are miles ahead of their competition in terms of response, attitude, delivery and cost. This is the first website where we've been instantly impressed with the way it looks and the feel of it.”

**Ada Galloway,
CEO, iVano Solutions**

Summary

Before finding Blinkered, Ivano Solutions spoke with various other companies and were disappointed with their prices, as well as their inability to fulfil their brief - some didn't even respond at all. On the contrary with Blinkered says Ada Galloway, **“Kevin instantly puts you at ease and gives you exactly what you ask for with no hassle and most importantly within the agreed timeframe. We've already recommended Blinkered to other companies and will continue to do so.”**



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What we're about

Blinkered is all about delivering a **be spoke personal service**, with the sole focus on **getting results**. We pride ourselves on understanding the framework of small and medium enterprises, and their individual needs for any marketing investment. As well as promoting your business, finding new prospects and winning you new clients, we're about building relationships, getting you viewed as the expert in your field and improving your bottom line.

What we're not about

We're not aiming to win design awards for our clients or even to flatter our egos by making pretty websites. We're not interested in putting your site on Page 1 of Google for phrases that flood your business with incorrect traffic. We're not interested in engaging you in meaningless conversations about social media strategy. For us, it's all about creating sites that are professional and deliver a tangible result.

What our values are and why they are important to our clients

Our core values are **honesty, flexibility, integrity and treating people with the respect they deserve** - this is the very foundation of how we do business. All our proposals are **transparent**: if we don't feel we can add value then we'll tell you from the outset, and we will never take on a client if we don't believe we can significantly improve current results.

Why we are different and why that's important to clients

Unlike other web creation, search engine, social media or digital marketing companies which are founded and led by design or technology people, Blinkered is run by a veteran entrepreneur. ([Read more about company founder and CEO, Kevin Ashcroft, here](#)). The major advantage Kevin's unique corporate experience provides is the **personal touch**.

Typically in business, new clients deal initially with a partner or director. Once the contract is signed and sealed, the actual work is then gradually passed down the ranks and may ultimately end up in the hands of the office junior. With Blinkered, Kevin will be your main point of contact throughout, working alongside skilled outsourced experts operating at the top of their professions to provide the best service, result and return on investment.

It's not just a case of what you see is what you get; it's **who you see is what you get**.

Feel free to [contact us to arrange a chat or meeting about digital marketing](#).

We'd be delighted to hear from you.

www.blinkered.co.uk

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