Who We Are

Pragmatic Solutions has a special interest in supporting small to medium independent organizations positively impacting our region. We believe that these businesses and their owners create the community that people will want to be a part of. We aim to bring fresh perspectives that are hard to see when in full operation mode. This helps companies navigate any obstacles encountered along the way and adapt to new digital toolsets.

Background

Modo Yoga Fredericton is a successful yoga studio that made the decision to not renew their franchise agreement and operate as an independent brand, The Nest Yoga. They have been in operation since 2012 and even during the Covid-19 pandemic, have a large, satisfied client base and often operate with waiting lists for available sessions.

The Challenge

With the decision to pivot to private enterprise, The Nest Yoga was going to lose existing systems and digital tool support from the franchisor. This pivot also represented an opportunity to implement improved systems, tools and automations for daily operation. Although successful with manual systems in the past, The Nest Yoga had clear plans for growth that identified a need for more automation and digital tools going forward. Key entrepreneur, Jenn Tuttle, was looking for short term transition support alongside long term design and implementation partners to make her future plans more attainable and profitable.

The Solution

Pragmatic began quickly by simply offering project management support to the Nest Yoga team. Once a plan was in place and key milestones identified, we went in and analyzed current processes to understand operations and workflow. Initial solutions already implemented include migrating document storage to the cloud, setting up a digital process management tool to modernize their workflow and automated communication, scheduling, task management, and information flow for increased efficiency. Pragmatic Solutions remains an ongoing partner of The Nest Yoga working on incremental design projects while also maintaining new systems and training key team members.