

## CASE STUDY

# Forensic Psychologist Gets A Major Technology Upgrade

When word-of-mouth is the only way you get new business, it's easy to procrastinate getting things like a website done. But what if that website could not only be a branding tool but also a central hub to service your clients more efficiently? Workflow automation can be key to your success when running a small business that requires a lot of scheduling, communication, and status updates.

## CHALLENGE

Prior to working with Red Violet Works, Dr. Sahni personally scheduled psychological evaluations with First Responders manually. Daily, she would field hours of phone calls trying to coordinate schedules and provide updates to the corresponding agency as appointments were booked, and again when evaluations were completed. Dr. Sahni also began appearing on ID Network shows like 'Signs of a Psychopath' and 'Evil Lives Here'. This meant it was time to have an online presence as viewers began to search online for her.

## SOLUTION

After an initial consultation with Red Violet Works, Dr. Sahni agreed that it was time to establish her brand with an online presence. After a deep dive into Dr. Sahni's daily worklife, it was apparent workflow automation would be the top priority.

## RESULTS

A new website was created along with a bespoke workflow automation system that saved Dr. Sahni an average of 3 hrs per day. Her clients were able to self-book appointments based on her availability, and agencies now had a portal to self-serve and track evaluation statuses.

## AT A GLANCE

### Challenges

- Evaluation Scheduling
- Agency Communication
- Online Representation
- Workflow Automation

### Benefits

- Time Savings
- User Friendly
- Professional Online Representation for TV Inquiries



"Desirea is an absolute Unicorn! She took an extremely complicated and unique process and magically made it work for all those involved. My agency clients are thrilled with the new process."

### Dr. Nameeta Sahni

Owner, Police and Fire, APC  
<https://policeandfire.net>