

Pamela Irving Reflexology



Based in Carlisle, Pamela Irving runs a very successful business providing a range of holistic treatments to patients across Cumbria and afar.

We talked to Pamela about how the arrival of superfast broadband has supported her in what she does, enabling her to reach patients and work in a faster and more efficient way.

Pamela said: “I offer a range of services to my patients including reflexology, massage, hypnotherapy, reiki, drum circle and Buteyko breathing.”

“My ability to access a fast and reliable broadband service has been key to me carrying out this work.”

Pamela went on “I run many of my clinics from my base in Carlisle but also move around to meet my clients where it is accessible to them. As well as this I also organise workshops and classes for fun and health which is a great way to meet new people and friends; something which I am a real advocate for.”

“Albeit most of the services which I provide are face to face, I am currently working online with patients as far away as France. Without my broadband service this would not be possible.”

“There are such a list of tasks which now require me to be online, whether that be social media management, website management, operating my online booking system, online banking, email management and form completion and filing. I honestly don’t think we appreciate how important having access to a decent online service is, everything I mention is reliant on having a fast, reliable connection.”

Pamela told us: “I have come to realise that having a strong social media presence is key to reaching out to possible clients and run my page alongside my website which provides the detail behind what I do and boasts testimonials from existing and past clients. I am extremely proud of these testimonials, and being able to share these online in a public domain is so easy yet really effective in showing what I can provide and the outcomes which can be achieved.”

“I find it so helpful to be able to access my social media and email enquiries on a range of devices either at home or on the move. This also highlights the benefits of having a good wireless service on the move. As I do spend a lot of time travelling to

and from clients, being able to access online services and be constantly contactable and having the ability to be able to make contact is really important to me. It gives me confidence from a safety perspective, allows me to keep on top of any urgent business needs and trust me google maps becomes a good friend when you are struggling to find a specific venue!”

“Communication is something which I feel really strongly about and being able to respond to patients in real time is so important, they may be really struggling and being able to provide advice and reassurance at the point in time that they need it means a great deal to both me and them.”

“The world I work in is continuously developing and I spend a lot of time carrying out online research in to all the latest techniques and advice. My broadband service allows me to access such at the touch of a button and at a time which suits me.”

As well as meeting her business needs, Pamela told us how faster broadband also supports many aspects of home life such as online shopping, streaming films and music and keeping in touch with friends and family near and far.”

Pamela added: “being online is a must for the world we now live in. It provides us with information, services, a means of communication, all at the touch of a button. I would encourage businesses and residents across Cumbria to look into the possibility of upgrading their service. It is definitely something which I would not wish to be without.”



For more information on Pamela Irving and the services she provides, visit pamelairvingreflexology.com