



New Moms Rejoice As YUMs Yoga Teaches On Zoom



Alicia Tan
founder and instructor at YUMs Yoga

Summary

- New mothers need to recover after giving birth.
- YUMs Yoga is a virtual yoga therapy center.
- YUMs uses Zoom to connect with and teach new mothers.

Becoming a mother involves one of the most rewarding but difficult trials a human being can possibly endure. Bones are hurting, muscles are throbbing, and while recovering from all this, there's still a child to take care of and feed. Very few things in the life of a normal human being can surpass this experience, but it's one which many women experience during their lifetimes. After all this, the body needs to recover, and what better way to recover than to practice yoga poses that can help rehabilitate those aching muscles that are struggling to get back to their original shape?

This is the philosophy of Alicia Tan, founder and instructor at YUMs Yoga, a virtual yoga therapy center where many women who have recently given birth practice yoga poses that will benefit their health. It provides them with the stress relief and relaxation they need to cope with the process of raising an infant. YUMs is a medley of the words "yoga" and "mums," an appropriate title for Tan's work.

"There are so many issues women face, especially when they have their first child," explains Tan. "This presents a monumental challenge, a period in which a mother must transform to become focused on her child. All of this is in addition to recovery from the birth or surgery that she has undergone."

Tan's primary challenge is creating a regime for each of her clients that will help alleviate post-partum troubles while maintaining an environment of relaxation.

Tan further clarifies, "New mothers have to go through a special kind of recovery after birth. The issues we really focus on are fatigue and soreness, which tend to be very prevalent in these instances. Because of the intensity and nature of the problems that arise right after giving birth, we must treat each of our customers as if we were helping patients through a rehabilitation-type scenario."

What makes YUMs Yoga unique, however, is its approach to therapy. Instead of displacing mothers and detaching them from their children, a YUMs Yoga client can meet with her instructor from the comfort of her home in the company of her children.

This is where Zoom comes in. Alicia wanted to offer a live video solution for her clients. After trying several solutions, Alicia found our software was her best choice to do business.

"I started this business as a result of complications that occurred from my child's birth," she said. "I tried to find ways to alleviate the difficulties I encountered using my experience and knowledge as a naturopath and therapist. After this, I ran pilot studies over 14 months using many different platforms with a number of women. Out of those pilot studies, we found that the best platform to use was Zoom."

According to Tan, what made Zoom the best platform for her business was chiefly its **video/audio quality, ease of use, and stability during sessions**, all of which our software aced. As a result, her rigorous pilot study, which took more than a year to finish, led to the conclusion that there's no better platform to use than ours.

"Before using Zoom, I looked at nine different platforms," she continued. "My pilot study involved looking through different platforms and assessing criteria such as video quality, sound quality, transmission stability, ease of use, and interface transparency. With many solutions, wherever there was a strength, there were two other weaknesses. The transmission could have been stable, but the interface was complicated and bulky. Or the interface was easy to use, but our meetings were dropping. On all counts, however, my clients and I agreed that Zoom was most fitting for our needs."

When initiating meetings via Zoom, Tan relied on email and YUMs' Facebook page to communicate the "where and when" details. This modus operandi has since served her well, although there are some thoughts of including a backend through her website that will interface with Zoom seamlessly, seeing that this is possible through Zoom's API integration.

"Over the last year, I've just used Facebook and email to communicate the details of each meeting," she said. "Aside from that, I use no other external platform beyond Zoom. Zoom can do it all. In other

words, **it can handle notifications and scheduling** on a level that makes me comfortable."

The video meetings are just one simple part of how her business operates. She takes advantage of Zoom in a number of ways to meet the needs of a diverse client base. For one, she records herself performing postures so that clients can then download the recordings and practice along with them.

"There are three ways through which we reach our clients," she said. "The first way is through pre-recorded material. This is intended for mothers who have just had children and will, for obvious reasons, miss out on our sessions. To make things easier, our recordings happen through Zoom's software. I just open up Zoom, hit record, perform yoga postures, and walk the client through each one. After everything is done, Zoom just pops my video into a file without requiring anything else on my end."

The meat of Tan's offering, though, is her group classes, where mothers gather with her live to learn from her expertise.

"Our second offering is live group classes. Clients pay a monthly fee, and then receive invitations to live classes as they are scheduled. They will be able to work directly with me, with the advantage that they can ask questions, I can correct their postures, and they can go through the true yoga therapy experience in a virtual environment where they are close to their children."

Her highest-tier offering involves one-on-one tutoring sessions. Her clients get her undivided attention and direct feedback to help them improve their lives.

"In addition to recording myself, the third way I work with clients is through one-on-one sessions. I record these sessions as we're having them so that the client can review what has been done and work on her weaknesses," said Tan. "I particularly like the fact that the recording provided by Zoom is already in a format that my client can view straight away without having to install any extra software."

Children are demanding company, especially during the first year or so when the body is undergoing a reversal of all of the changes it went through in pregnancy. Alicia Tan's yoga therapy makes all of this simpler, and Zoom makes Tan's job (and the experience of the clients) much more pleasant.

"Having a child can really wear out a person's mind and physical capacity. Using software like Zoom helps prevent adding more stress into one's life, since it's very easy to use. Yoga relies principally on the relaxation of the mind and body -- through Zoom, it is possible to have such a phenomenon since we don't have to fidget around with too many complex tools to get it working."

Tan's customers have also gone on to use Zoom's features in ways she hadn't predicted. For example, because **Zoom functions seamlessly from desktop to mobile devices**, some her clients join a class from tablets during their lunch breaks at work or take their phone to the park to do yoga in the sunshine.

Alicia Tan has been our customer for more than a year now, and we have since added features and rolled out updates that enhance our security and capability to provide a better overall video experience. Her time with Zoom has seen many changes, and she has felt positive about each one.

"Zoom is one of the few pieces of software that enables us to reach out and connect to other human beings in a way that makes your life better," she said. "Since I've started using Zoom, there have been features added that only made the experience better. Nonetheless, I feel that Zoom has gotten it right when it first started."

Since switching over to Zoom, YUMs Yoga became a more productive operation, with a fluid user experience. Alicia Tan loves Zoom because:

- **It is a no-brainer to use**, which removes the burden of having to hold hands with tech-illiterate clients. Meetings can be started on the fly.
- **Zoom's scheduling feature** provides a monumental pillar in her business model, allowing Tan to easily arrange meetings for her clients and remind them when necessary.
- Its **high reliability and stable throughput** makes it ideal for a dispersed client base with a variety of bandwidth availability situations.
- Zoom is **scalable**, allowing Tan to expand to larger meeting capacities if she chooses to do so.
- The **quality of video** and audio makes both her postures and her instructions clear and easy to understand. The HD video is absolutely crucial to help clients get an idea of the subtle nuances of each yoga posture.

At this moment, YUMs Yoga is a small and young business. Choices such as which video meeting software to use can have an immense impact on Tan's business considering the model by which she operates. The choice she made, and the journey she underwent to arrive at that choice, have made it clear that she is doing everything she can to improve the lives of her clients without presenting a smidgen of inconvenience. These are the decisions that result in positive B2B relationships and great B2C results!



About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

Website

zoom.us

Innovations

First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service