

CASE STUDY - EZ GAINS

Making the business as aerodynamic as its products.

How ANT Business Solutions helped EZ Gains tackle the operational challenges of growth, turning business insight into practical change.

GROWTH STRATEGY | PEOPLE | PROCESS | TECHNOLOGY



ANT Business Solutions
ACTION. NOT. TALK.



Casper Stornes, IRONMAN World Champion, during aerodynamic testing at Silverstone.

The opportunity

EZ Gains knows a thing or two about removing drag. Its products help cyclists and triathletes go faster without wasting energy. As the business grew, founder Clint Butcher faced a different challenge: how to make the business itself more efficient.

The company had plenty going for it: innovative products, a respected specialist brand, a committed team and growing customer demand.

Working with world champions including Casper Stornes, EZ Gains combines elite sporting expertise with a determination to keep improving.

Key focus areas

- 01 Growth strategy**
Building the foundations for the next stage of commercial growth.
- 02 People**
Clearer accountability, stronger team capacity.
- 03 Process**
More consistent customer service and less repeated work.
- 04 Technology**
Knowledge, cases and management information in one connected approach.



ANT quickly understood our business, challenged how we were operating and helped us put practical solutions in place. It's about making us more scalable, without losing what makes EZ Gains special.

CLINT BUTCHER
Founder, EZ Gains

CASE STUDY - EZ GAINS / BUSINESS IMPACT

Scale the business. Not the overhead.

The goal: give EZ Gains the capacity to serve more customers, respond more quickly and grow sales without automatically adding more staff, premises or fixed costs.

01 / CUSTOMER EXPERIENCE

Faster answers. Happier customers.

ANT built Ask EZ Gains, an AI-powered knowledge assistant giving staff quicker access to approved product and process advice. The longer-term vision is to let customers self-serve as well, when the knowledge is ready for wider use.

CUSTOMER BENEFIT

Shorter waits, clearer advice and a more consistent experience across channels.

02 / PROCESS AUTOMATION

Automate the routine. Increase capacity.

ANT simplified customer-case workflows and identified targeted automation for repetitive steps in orders, logistics and follow-ups. Reducing manual updates and avoidable hand-offs will help the same team process more orders and enquiries with quicker turnaround.

BUSINESS BENEFIT

Less repeated admin. More orders handled per person. Faster customer turnaround.

03 / MANAGEMENT

One cockpit. One direction.

The one-page business cockpit brings together sales, customer cases, actions and follow-ups. A shared source of truth lets the team see the same priorities, spot issues sooner and act together as the business grows.

GROWTH BENEFIT

Better alignment, quicker decisions and more control without adding management complexity.

THE COMMERCIAL ADVANTAGE

More room for revenue growth. Less pressure on fixed costs.

Technology and clearer ways of working help EZ Gains get more from the people and space it already has - creating a stronger platform for growth.