

People Alchemy

How an NHS-focused learning platform empowered non-technical users to create consistent, professional content

Reduced support tickets • Faster content turnaround • Self-service content management

About People Alchemy

People Alchemy provides a SaaS learning and development platform that supports workplace learning, behaviour change, and performance improvement. Their core products are a Learning Workflow Platform and an ePortfolio system.

The company works primarily with NHS Trusts and corporate L&D teams to support programmes such as the Care Certificate, Preceptorship, Clinical Skills, leadership development and a lot more.

Their mission: turn learning into measurable results through practical tools that make learning transfer easy for everyone.

Who uses the platform

People Alchemy's platform serves L&D teams and education departments in medium-to-large organisations, including NHS Trust administrators and clinical educators.

The Challenge

People Alchemy's platform depends on editable digital learning pathways, templates, and reflective forms. Customers need to create and maintain this content without technical knowledge. Enabling non-technical users to edit and manage content easily is critical to adoption and long-term scalability.

Before implementing Froala, the team faced several content creation obstacles:

- Inconsistent formatting and layout across content pages
- Text only fields were just not rich enough in looks
- Administrators often needed developer support to get things formatted as they needed
- Limited control and poor user experience with the previous editor
- Time-consuming process to convert Word-based materials into web-ready content
- Needed an editor that worked well for both advanced users and casual learners

Why People Alchemy Chose Froala

The team had previously used TinyMCE but made the switch to Froala. The deciding factors were clear.

"We previously used TinyMCE but switched to Froala because of the better functionality and ease of use for non-technical users. Froala was easier to customise and integrate into our system. The interface is cleaner and more intuitive. Licensing and embedding model suited our SaaS architecture."

— Paul Matthews, CEO, Author, Speaker, L&D Strategist

Integration Experience

Technical setup

People Alchemy integrated Froala into their PHP (Yii) application. The process was straightforward.

"Straightforward integration with our PHP (Yii) application. Required only minor customisation of toolbar options. Documentation and examples were clear and easy to follow. Upgrades have been stable with no major compatibility issues."

— Paul Matthews, CEO, Author, Speaker, L&D Strategist

For teams working with similar tech stacks, Froala's [PHP SDK documentation](#) provides step-by-step guidance for server-side integration.

Performance in production

"The editor loads quickly and runs smoothly. No noticeable impact on page performance, even when we are loading the editor on many input fields on the same page. Works well on tablets and mobile devices used in clinical environments."

— Paul Matthews, CEO, Author, Speaker, L&D Strategist

Features That Made the Difference

The team identified several Froala features that have had the biggest impact on efficiency:

- **Customisable toolbar with role-based controls** allows different user types to see only the options they need
- **Paste-from-Word clean-up** eliminates the tedious manual formatting work when migrating existing materials
- **Image handling and embedding tools** make it easy to add visual elements to learning content
- **Clean HTML output** integrates smoothly with platform styles
- **Plugin-based structure** allows tailored configuration for specific use cases

Froala's [toolbar customisation options](#) let development teams configure exactly which editing features appear for different user roles.

User Adoption

Learning curve

"Very short learning curve. Administrators doing more complex stuff became comfortable after a short introduction. End-users found it intuitive and familiar from the start."

— Paul Matthews, CEO, Author, Speaker, L&D Strategist

User feedback

The response from content creators and editors has been positive:

- Users appreciate the simplicity
- Being able to create well-formatted content without technical help
- Generally excellent usability across the platform

Practical tip from the team: When users paste content from Teams or Outlook, advising them to paste as plain text first, then use Froala to format, produces the best results.

Results

Workflow improvements

- Reduced the number of support requests related to formatting
- Admin teams now manage content directly without involving developers
- Faster turnaround times for content updates
- Learners can create more polished reflections and evidence entries for assessors

Content quality

"Content now looks more consistent across templates and learning pathways. Easier to maintain a standard visual style for each organisation. Less manual clean-up or formatting correction required."

— Paul Matthews, CEO, Author, Speaker, L&D Strategist

Business impact

- Improved self-service content management for customers
- Reduced support workload for the technical team
- Faster onboarding and setup for new clients
- Higher customer satisfaction and smoother implementation processes

In Their Words

"Froala gives us a fast, flexible, and easy-to-use editor that empowers non-technical users to create clean, consistent content."

— Paul Matthews, CEO, Author, Speaker, L&D Strategist

Looking Forward

Froala is now a core part of People Alchemy's platform. As the team puts it: "it mostly just works."

Areas where the team would welcome future improvements:

- Enhanced paste handling for web content
- Better keyboard navigation for accessibility compliance
- Built-in accessibility checking for WCAG compliance of created content

Try Froala for Your Platform

If your team needs a WYSIWYG editor that non-technical users can adopt quickly while still offering the customisation developers need, [start a free trial](#) or [explore the documentation](#).