



## Driving change using customer insight

St John Ambulance making it better



**Bsquared is working with St John Ambulance to improve how it handles and monitors interactions with its customers who purchase training courses and equipment from the organisation. We've helped the charity to develop strategic relationships with its key accounts and implemented a new approach to assessing customer feedback, to ensure that services keep on getting better.**

### THE CHALLENGE

The St John Ambulance Strategic Engagement Plan (SEP) saw the charity restructure its organisation, moving from having multiple local teams with diverse systems for booking training sessions and providing supplies to a streamlined regional approach. Alongside this the charity has a National Accounts team responsible for larger customers who buy services across several regions.

The charity wanted to leverage the acknowledged power of its brand to build a closer relationship with customers and increase business volumes. To do that, St John Ambulance needed to assess how effective its changes had been and pinpoint what it needed to do to improve its customer relationships.

### THE SOLUTION

Using Bsquared's Customer Review process (CRp®) the charity was able to gain insight into how they were perceived by major customers and better understand customer requirements. As a result of this work, account managers gained ideas for improving and developing customer relationships, as well as identifying opportunities for new business and services.

"Integrated suite of interventions and feedback mechanisms to give a complete measure of customer perception"

Bsquared followed this up with a second engagement; looking at how St John Ambulance could develop a coherent and consistent overview of its customers in order to drive new commercial developments and maximise the potential for winning new business.

The charity's customer satisfaction measures lacked structure and did not provide detailed management insight. Bsquared consolidated and analysed the existing St John Ambulance customer feedback programmes to provide input into a "Customer Perception Process"

Using this, Bsquared developed an integrated suite of interventions and feedback projects to give St John Ambulance a complete measure of customer perception. These included:

- Event driven web survey based on purchases
- Questionnaires to capture feedback from visits
- Face-to-face CRp reviews between national account managers and key customers

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## RESULTS

“Consistent, measurable way of running National Accounts”

Bsquared’s analysis and tools enabled St John Ambulance to put customer focus at the heart of the whole organisation by giving National Account managers a consistent, measurable way of running and monitoring their customer accounts. The tools verified that the account strategy set in place following the initial programme was working, and provided feedback on how to make each function within the organisation more efficient and effective.

***“Bsquared’s programme has added value to the commercial activities of the charity. The information gained has confirmed that our account management strategy is working well and has given us valuable pointers to drive customer focus in the rest of the organisation”***

***Peter Savage  
Chief Operations Officer  
St John Ambulance***



First aid can be the difference between life and death, and St John Ambulance is the leading supplier of first aid and health and safety training courses in the UK. The charity trains around 800,000 people a year, as well as treating some 125,000 individuals, many of whom are in life-threatening situations. With over 23,000 adult members and almost 20,000 young members, St John Ambulance is one of the UK’s largest youth movements and is a familiar presence at major sporting and national events. The organisation also has over 1,000 ambulance and support vehicles and regularly provides a support service to the NHS Ambulance Trusts.



### **About Bsquared Consulting:**

Bsquared has over 20 years’ international experience in providing leadership, advice and support to our clients’ Customer Relationship Management activities. We specialise in helping organisations to improve and develop their business relationships and provide the means to discover the factors which will drive and transform customer and stakeholder relationships. We achieve this using a range of industry leading and internationally proven tools to create a step change in business confidence in organisations.