



Answering the Key Question for ADS

"Are we providing what our Members need?"

THE CLIENT



ADS is the premier Trade Organisation for all companies operating in the UK Aerospace, Defence, Security and Space industries. Representing Member interests in political and economic matters, ADS provides support to its Members through promoting technology, skills and operational input. The dissemination of knowledge and the provision of networking opportunities are key factors in providing its Membership with value. ADS also runs the biannual Farnborough International Airshow.

Serving more than 900 Member companies based in the UK, ranging in size from small start-ups through to large corporations with global operations, ADS represents a comprehensive range of companies including manufacturers, manufacturing suppliers, equipment providers, service companies and operators.

THE CHALLENGE

As an organisation representing Members' at a government level and in order to enable it to provide relevant business opportunities, ADS was keen to ensure that it was providing the appropriate services to support their interests.

ADS wanted to explore how it could best add value to Members' business interests by assessing what companies' requirements were from their trade organisation. In understanding the Membership perception of what ADS delivered they expected to gain an understanding of gaps that may exist and how these could be addressed. ADS were also interested in understanding the ease with which Members felt they could engage and wished to track the impact of initiatives they had put in place as a result of a previous programme run with Bsquared.

THE SOLUTION

Bsquared has worked successfully with ADS over a number of years to help bring feedback and insight from the Membership into ADS' strategic decision making processes and change programme. This had included such things as the impact of mergers on the Membership and the way in which this could positively impact that community.

Working in partnership with ADS, Bsquared were commissioned to help design and implement interventions to:

- Identify trends of Members' interests and requirements
- Test the effectiveness of a new approach to communications and other initiatives

"Blended programme of online survey and face-to-face reviews"

Bsquared worked with the ADS executive team to design and deploy a programme that met the requirements of the business and gathered insight that enabled ADS to drive continuous improvement. The programme used a complementary range of online survey and face-to-face reviews targeted at different components of the Membership to deliver results.

THE RESULTS

Both the online survey which covered the majority of the Membership - 2700 contacts across 900 Member organisations - and the face-to-face reviews identified opportunities for improvement along with a number of examples of good practice across the various sectors.

The results gave a clear strategic steer to the activities that Members valued and should be reinforced, those activities which offered less value to Members and could be stopped and a clear indication of Members' future requirements.

“Validated business strategy and supported current activities”

For ADS, the activity validated the business strategy and its direction and supported current planning activities. It identified potentially vulnerable Membership groups and ways in which ADS could improve the perception of the business benefit delivered to certain Members. It also showed ADS positively as a strong representative of its Members' interests and an effective voice of industry, something which provides increased strengths for lobbying and supports the community of Members.

The Bsquared approach provided insight and an independent verification that supported ADS's strategic decision making with robust and measurable data. It helped demonstrate that the organisation was on the right path for the Membership and made otherwise tough business decisions much easier.



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.