



## Build on success

**Client development. Business growth. Service delivery. Sustainability.**



Developing a successful, profitable service business takes enthusiasm, commitment, and detailed knowledge of your products, services, and customers. To continue to grow, however, you need to develop strategies, processes and structure to ensure sustainable profitability, and to build lasting value into your business.

The broad strategies and processes each business needs are the same, but equally, no two businesses are identical. To respond to this challenge, Action Consulting has developed a menu of customizable services to add value to your business and enable it to grow sustainably.

### Client development

The core of any business is its clients. You need to understand what sort of customers you have and what their needs and expectations are, so that you can develop effective propositions for attracting and retaining the clients who are going to be the most profitable.

### Service delivery

If the core of the business is its clients, then meeting your clients' service expectations cost-effectively is critical. Are you confident that the quality and nature of your service is satisfying both the needs of your clients and the requirements of the business? Are you delivering it reliably and cost-effectively?

### Business growth

To withstand increased competition, strong regulation, and more demanding customers, you need to grow consistently and profitably. Are your sales and marketing strategies maximising your growth opportunities and fully utilizing your marketing assets?

### Sustainability

All businesses face threats to their on-going success, whether from external or internal factors. Have you identified the risks you face and are you taking action to manage them? Doing so could not only add certainty to the business but also increase its value.

research ||| success  
understanding ||| success  
planning ||| success  
action ||| success



Action Consulting can provide an independent view on how well you are meeting the challenge of achieving sustained, profitable growth. The combination of our research, analysis, insight and practical support in each area will enable you to:

- **understand what is driving and impeding performance**
- **plan how to deliver and measure sustained improvement**
- **act on those plans to put decisions into practice and to drive results.**

### **Client development**

#### **Client Insight, enabling you to**

- understand who your clients are, and what they expect from, and think of, your current service
- redesign your service to meet client expectations more effectively
- improve client loyalty
- benefit from referrals and additional business from existing clients.

#### **Segmentation & Proposition Development, to**

- segment your clients by their relative profitability and service preferences
- develop differentiated propositions that will most appeal to your target clients and which you can deliver cost-effectively.

### **Business growth**

#### **Marketing & Client Acquisition, providing**

- analysis of the effectiveness of your current range of activity
- development of marketing processes to improve the quality and quantity of new clients
- support with the implementation of new marketing strategies.

#### **Sales Process and Structure, offering**

- a review of and recommendations on the most effective process for generating new business.
- enhancements to the process for monitoring and managing sales volumes and quality.

### **Service delivery**

#### **Back Office Organisation, delivering**

- analysis of the reliability and effectiveness of current processes and organization
- proposals to improve quality, reliability and cost-efficiency, including effective use of technology
- service standards and monitoring, transforming service into a marketing asset
- more effective and profitable use of the time of both professionals and administrators.

#### **Culture, producing**

- an assessment of current organizational culture and its impact on business success
- recommendations to help remove cultural barriers to success.

### **Sustainability**

#### **Risk Analysis, to**

- identify the potential threats to the business and its sustainability
- develop strategies to manage the explicit threats to the business (macro and micro)
- identify opportunities to diversify the business to mitigate against market risks.

#### **Succession Planning, enabling you to**

- develop strategies to ensure the continuity of the business
- consider and develop a 'Plan B'
- maximise the value in your business.

Action Consulting was established in 1995 and all our early clients came from the financial services sector including firms of accountants, IFAs, life insurance companies and reinsurance businesses. Since then, we have diversified through applying skills and expertise gained in one market to other comparable businesses, and through recommendations from satisfied clients.

As important as what we do is the way that we do it. Through a real involvement with your organisation and its people, Action Consulting offers a bespoke service to help improve your understanding of, and response to, issues that affect your business. Most importantly, we work with you to put those decisions into practice. For recommendations and proposals do not improve the bottom line. Actions do

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