

## Case Study



*“Business Grows  
Five-Fold in  
18 months  
thanks to  
ActionCOACH”*

When Paul Anderson, owner of One-Call Group, felt he had ‘too many eggs in one basket’ and wanted to increase his customer base, a business contact recommended he speak to Mark Cadbury from ActionCOACH. He did – and the result has been dramatic!

Paul established One-call Group in 1994. The business provides a good and reliable property maintenance service to the commercial and private sector. In 1999 Paul found his first retail client – Lloyds Pharmacy as he explains:

“It was by accident as we were working for someone else at the time, Lloyds saw we were doing a good job and asked if we could do some minor repairs for them ... next thing we had a contract with Lloyds Pharmacy covering a 100 mile radius of Bournemouth!”

“Between 1999 and 2009 Lloyds were accounting for 85% of our turnover and although we were approaching £350,000, having so much coming from just the one source, was a matter for concern.”

So Paul started looking for more work in the retail sector. His firm had a couple of bites from Morrisons and Cafe Nero, which was fantastic, but apart from that, his progress in the sector was limited. He would line-up appointments and pitch, but all too often the opportunities fell through.

So when in August 2009, Paul was working in Witney next to an accountancy firm, who were also listed as business growth specialists, he decided to pop in and see how they could help him expand his customer base and move his business forward.

Paul picks up the story: “I had a 30 minute meeting and they could clearly see I was falling down on marketing and future direction so they suggested I met with Mark from ActionCOACH and the rest is history - I have been working with him ever since and the impact has been dramatic. Basically, within 15 months Mark has helped me increase my turnover by over £1.6 million!”

Mark began by helping Paul to clarify exactly what he wants out of his business. “We went through my background, business aims and future vision – plus how I run things. Before Mark, there were lots of holes in the way I ran the business from general operations to staffing and future development, but now I have a plan in place, I know where I’m heading, and how I’m going to get there.”

An important practical issue was the company’s new website which was going to be an important support in its new business drive.

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Paul comments, “It is our online shop window – so it had to look good. Mark was so helpful with this. He had masses of practical advice and avoided us making any expensive mistakes. Thanks to his input traffic to the site has certainly increased and it’s a key route to market.”

There is little point pulling in new customers if you are not also going to ensure current customers are well looked after and the business is running efficiently. So Mark also helped Paul implement a Key Performance Indicator (KPI) and a quality control system. This means Paul can assess business critical measures such as customer satisfaction, individual employee ability and the time spent on each job.

Paul continues, “I can monitor how well the business is doing and can analyse the performance of each worker, ensuring they are doing their very best. Principally, all the jobs we receive are time sensitive so it’s important to know how quickly we’re responding. With the KPI system in place, I know that 96% of the jobs are completed within their allocated time slot.”

In addition to having these measures in place, Mark has also helped Paul systemise the business. “With every call-out there is a procedure to follow and specific internal forms to be completed. This paperwork means we can all seamlessly pick up each other’s workloads if needed.”

Paul also sends out customer satisfaction questionnaires on all allotted jobs, “90% of the questionnaires are completed, usually with positive feedback, which is a great morale boost to all the staff”, adds Paul.

While the focus on the business has undoubtedly yielded great results, the changes Mark has made to Paul are for him the most dramatic.

“I feel the main thing Mark has changed, and improved, is me! For example, I would have 4 or 5 appointments lined-up to pitch for big contracts and I would fail to convert the pitch to a contract. The problem was my presentation skills – I would talk at them, rather than to them, not listening to what they had to say.”

Mark helped Paul put together pre-meeting questionnaires, “This has helped me become more focused – I now have certain ‘set’ questions to ask, I listen and channel my approach. My confidence has increased, my presenting ability is so much better - indeed I have won every single major pitch recently, which is a huge turnaround.”

This is reflected in the bottom line. Turnover is around £2 million and vitally the customer base has increased with major names such as Travel Lodge and Shoe Zone coming on board.

Paul concludes: “The growth we have experienced is astonishing – well over 500% in just under 18 months. I have put a lot of work in, but couldn’t have done it without Mark. He helped me implement the KPI and business systems I so badly needed, without them I wouldn’t have been able to cope with the business growth. He has helped me expand and yet gain greater control at the same time. The goal is to hit £5 million over the next 7-10 years and I know I won’t be doing this without Mark!”

To see what ActionCOACH  
can do for your business  
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