

# Case Study

To find out what  
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your business contact us  
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ClearFirst Services

case study



name: Hayley Hibberd / Kris Plumley

company: ClearFirst Services Ltd

After being in business for several years, I hit rock bottom just over two years ago.

We were a small company, me and my partner, working from home with a couple of employees and parents who helped out occasionally.

This is how we thought we wanted to stay. But then, we became victims of our own success and the work began to roll in. I suppose the work load increase was gradual, but at the time it seemed to happen suddenly. And there it was. Every single day was a nightmare. I'd work for 15 hours without a break and never seem to make a dent in the tasks ahead and I didn't enjoy the work anymore. My partner was angry all the time, sorting out problems with customers and staff. Because we were at home it never ended.

Then I received a call from ActionCOACH. I wish I could remember what it was that made me listen. Whatever it was, gave me a glimmer of hope and I arranged a meeting with Vanda so my partner could listen to what she had to say.

ActionCOACH showed me the light at the end of the tunnel. They gave the knowledge that I needed to realise that it was very easy to get our lives back AND continue to make money (and more besides). We did have to commit time and at first that was difficult to find but we did it and now we can clearly see the benefits of the investment and have reaped the rewards many times over.

*"Over the last year, our turnover has increased by 100%,  
productivity is up by 25% and we have taken 4 holidays!"*

So, in the last year we moved to bigger premises, employed 14 more staff and won more and more fantastic contracts. And, it was fun. We had our home and our lives back and felt confident about the future.

We started off with group coaching and now have weekly one to one coaching with Vanda. The support from ActionCOACH and Vanda in particular is phenomenal in every aspect of business. I am confident that when I don't know how to achieve something, I can ask Vanda and she will provide me with a tried and tested method.

turnover: up 100% in 12 months

363% marketing ROI in 12 months

profit: up 533% in 12 months

## THE COACH PERSPECTIVE

client: ClearFirst Services Ltd

ClearFirst Services have gone from making a net loss of between £3k and £9k per month when I met them, to making £25,000 net profit per month - rising as we speak - the next goal is to get that to £30k per month over this quarter. Looking at what they have achieved so far, that's an extra £408,000 profit per year!

In order to do this effectively, we have put systems into place that produce monthly reports so that figures can be reviewed and action taken immediately when necessary. This way, Hayley and Kris can see exactly where the business is at any time.



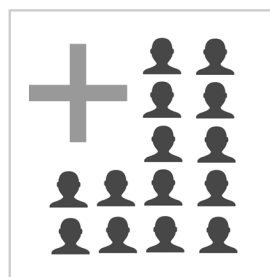
By aligning their team so that they share their vision and goals, productivity is up and staff turnover low. As a result Hayley and Kris have confidence in their team and now work on the business no more than 30 hours per week and they now take regular holidays every 3-4 months.

Marketing the business has been revolutionised by testing and measuring every strategy. Areas that were not performing have been dropped in favour of proven marketing resulting in a 99% increase in leads per month.

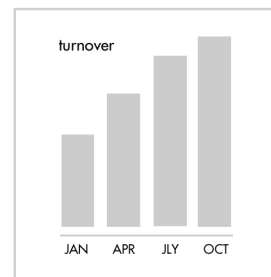
They have set up and established another three parts to the business widening their service offer and increasing the overall capacity of the business with very few additional overheads. I am now in my third year working with Hayley and Kris and I am delighted that they have embraced ActionCOACH proven strategies to help their business succeed.



time



team



money