

BUILDING CONFIDENCE BEFORE CHOOSING THE TECHNOLOGY



THE IMPACT

The Air Ambulance Service now has a clear route towards digital maturity, a trusted CRM partner and a team prepared to lead the change.

With the right foundations in place, staff can move away from disjointed workarounds and focus on building stronger relationships with supporters.

“Working with the team was a great experience. They were organised, knowledgeable, delivered what we asked for and were very responsive to feedback. We came out of our six-month project with everything we hoped for and much clearer and equipped for future success.”

Lucy Scallan, Head of Fundraising Operations

THE PROBLEM

The existing CRM was nearing the end of its supported life and no longer met the needs of the organisation. Data sat across disconnected systems, teams could not see a complete picture of their supporters, and staff relied on lengthy manual processes to keep essential work moving.

The organisation knew it needed a new CRM, but choosing a system without first understanding its wider needs risked replacing one problem with another.



THE VALUE

We worked with The Air Ambulance Service to create clarity before going to market. Through stakeholder interviews, discovery workshops and supporter journey mapping, we identified the operational challenges, future needs and opportunities for improvement.

We then translated these findings into clear functional and technical requirements, developed the business case and managed a transparent supplier selection process. Today, the organisation has a digital roadmap, a trusted CRM partner and the confidence to continue improving its systems, processes and supporter experience.

