



The Challenge

Study Active Ltd is one of the UK's leading providers of personal training and fitness instructor qualifications. They have an ever-increasing amount of enquiries but wanted advice on how to develop their marketing software to improve their conversion of leads to actual sales. They particularly wanted to automate engagement of their clients and drive conversions without alienating their customers with email overload.

They approached the University of Bedfordshire for assistance via EU-funded project Innovation Bridges, and engaged with Dr Saira Sultana, an expert in Strategic Management and Marketing. Saira undertook a competitor analysis and used datasets from Study Active and a rival company to compare marketing strategies.

The company then received a grant from the project to develop the software, which in turn helped them become more productive and more profitable.



Dr Saira Sultana

Lecturer in Strategic Management

The Outcome

The work created an automated contact regime that fit with Study Active's customer psychological profiles at the right time in the purchase decision-making cycle. Saira's automated approach will not only increase the number of potential customers converting to paying customers but is also a major efficiency improvement designed to free up valuable staff time for the Study Active team to focus on other areas of the business.

Saira's students in future will repeat the competitor analysis with other companies, helping the business stay at the front of the market and giving the students valuable real-world insights through this knowledge exchange partnership.

"Consumer behaviour has always been a mystery. However, the challenge is to idealise individual state of mind and role-play in decision making on their behalf, which is fascinating"

Dr Saira Sultana

"Accessing the expertise of the University of Bedfordshire Business School has been integral to the design of our new email marketing strategy. The result is a solution that will transform our processes and take us to the next level"

James Luscombe,
Managing Director,
Study Active