



Data - Outcomes - Analysis - Support

Mini Case Study 3. Citizen Coaching

PSIAMS Team

- Skilled
- Approachable
- Friendly
- Knowledgeable
- Solution Focused
- Innovative
- Problem Solvers
- Creative
- Jargon Free

"In our first two meetings with the PSIAMS team we realised how we could make changes to improve the way we worked"

Citizen Coaching CIC, is a social enterprise, that enables adults and young people to live better lives by providing counselling, anger management, personal development coaching and employment skills training, as well as, commercial ventures, such as Citizen Home. Their philosophy is all about translating 'the complicated' into the real world. Services are designed from the customer perspective so that they are accessible and easy to work with.

Our approach to working with Citizen Coaching, as with all our customers, was to understand their needs first and deliver a solution best suited to them. For us we wanted to keep things easy across all their services, allowing them to look at data from a customer level through to a board level.

Key Results

- Project management tool for tracking orders
- Enquiries module to track referrals to counsellors
- Track both client progress and service impact
- Automated workflows to speed up administration

"We had already been using a CRM system, but it increasingly didn't meet our needs as the business grew. We had a double problem; not losing data we had already collected, and learning a different platform. The transfer from one system to another was speedy and pain free allowing us to focus on our work and our customers. We do a range of (on the surface) unconnected services, but PSIAMS has managed to help us bring these together whether it's retail, therapy, coaching or project management" **Martin Hogg, CEO, Citizen Coaching CIC**