

CASE STUDY - Delta Swan

Upskilling through webinar support



KEY POINTS

Support Received

- Webinar support
- Signposting

Outcome

- Upskilling the business
- Ongoing support

Delta Swan is a Customer Experience Consultancy, supporting SMEs and small corporates as they learn more about their customers, adapt to meet customer needs and deliver the benefits enjoyed by all businesses that manage customer experience. Building Voice of the Customer processes, deep diving into customer personas, value propositions, and mapping the customer experience are just a few of the activities Delta Swan leads in to identify opportunities to delight more customers.

The business needed support from the Growth Hub in upskilling on topics in order to help the business grow. With the knowledge that the Growth Hub has on the needs of SMEs, this was provided by the comprehensive webinar programme. As such, Michelle from Delta Swan attended the Women in Leadership webinar series covering key leadership techniques. The business also attended a digital marketing session on how to use LinkedIn ads to attract new clients.

“ D2N2 has helped me by recognising the needs of small and new businesses to create fabulous webinars which have helped me with marketing, networking and a myriad of IT related subjects.

Michelle Spaul, Delta Swan

info@d2n2growthhub.co.uk

0333 006 9178

www.d2n2growthhub.co.uk